



The

Manufacturing Confectioner

PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



FEBRUARY

1948

How to Manufacture Tasty, Sale-Getting Center Candies.
What's Ahead for America's Business During the Year.
Use of Cultured Butter-Flavor Products in Confections.
The Human Factor in Candy Plant Sanitation Programs.

Your Key to Better Flavors

**KEY BRAND
ESSENTIAL OILS**

- OIL OF ORANGE cold pressed U.S.P.
- OIL OF GRAPEFRUIT cold pressed
- OIL OF MANDARIN cold pressed
(TANGERINE)

Achieve new, original taste effects by blending
Key Brand Essential Oils. Key Brand Terpeneless
Oils and Concentrated Oils for greater strength
and improved solubility.

Write for Samples and Quotations

FELTON CHEMICAL COMPANY INC.

MANUFACTURING CHEMISTS

599 JOHNSON AVE., BROOKLYN 6, N. Y.

AROMATIC CHEMICALS
FLAVORS



ESSENTIAL OILS
PERFUME OILS



Branches in Boston • Dallas • Philadelphia • San Francisco • Los Angeles • St. Louis • Chicago • Montreal • Toronto • Vancouver • Winnipeg

"ROLLERFLO"

THE MILL OF TOMORROW



**Takes the Guess
Out of Grinding**

**Gives Uniform Pressure,
Uniform Product Control**



"ROLLERFLO"—Streamlined 3-Roll Mill Push Button Hydraulic Pressure Controls.



"ROLLERFLO" is a streamlined three-roller mill with push button hydraulic pressure controls and is designed to take the guess out of grinding. "ROLLERFLO" eliminates the human element in setting mills . . . makes available a grinding chart for every formula for future use . . . assures correct pressure for fineness desired.



Predetermined pressures can be set with "ROLLERFLO". Push the button and pressure comes up. Pressure stops at amount indicated on gage. To back off pressure, just push release button. Separate controls for front and back rolls. Material is ground uniformly on *entire* length of rolls. No ends to throw back.

for complete information, write or wire:

Dispersion Equipment Sales Co.

53 West Jackson Blvd.

Chicago 4, Ill.

Luscious

NEW TASTE EFFECTS

LEMON-CUSTARD
GRAPEFRUIT-PINEAPPLE
CARAMEL-BUTTERNUT
ORANGE-PINEAPPLE
RUM-PEPPERMINT

FOR YOUR ASSORTED CANDIES...

WE might describe these flavors as unusual. They are unusual in the sense that they combine flavoring effects that blend unusually well and produce uncommonly delicious results. Certainly, they'll add a note of flavorful and favorable distinction to the best confectionery assortments. Perhaps you'd like to try them?

LEMON-CUSTARD — A "heavenly" flavor for chocolate coated cream centers. Use $\frac{3}{4}$ to 1 ounce per 100 lbs.

GRAPEFRUIT-PINEAPPLE — A tart-sweet blend that introduces a pleasant and refreshing flavor variation for pectin jelly pieces. $\frac{3}{8}$ ounce will flavor a 100 lb. batch.

CARAMEL-BUTTERNUT — An ideal flavor for caramel centered pieces and bars, nut clustered and coated with chocolate. For 100 lbs. of caramel center use 1 to $1\frac{1}{2}$ ounces of flavor.

ORANGE-PINEAPPLE — Another delicious fruit effect for pectin jellies. From $\frac{1}{2}$ to $\frac{3}{4}$ ounce is sufficient for a 100 lb. batch.

RUM-PEPPERMINT — This unusual combination produces a very delicious fondant or cream center piece. Recommend $\frac{3}{4}$ to 1 ounce per 100 lbs.

Samples FREE on request

FRITZSCHE

Established



1871

Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and STOCKS: Boston, Mass., Chicago, Ill., Los Angeles, Calif., St. Louis, Mo.,
Toronto, Canada and Mexico, D.F. FACTORIES: Clifton, N. J. and Seillans (Var), France.

The Manufacturing Confectioner

**READ WHEREVER
CANDY IS MADE**



EARL R. ALLURED
FOUNDER

PUBLISHER AND PRESIDENT
P. W. Allured

EDITOR
Clyde C. Hall

ASSISTANT EDITOR
Paul K. Cuneo

EASTERN MANAGER
William C. Copp

ADVERTISING OFFICES
Chicago 6, 400 W. Madison St.
Mel B. Freeman, Franklin 6369

New York 18, 303 W. 42nd St.
W. C. Copp, Circle 6-6456

Los Angeles 14, 412 W. Sixth St.
Lee Willson, Tucker 4370

London, England, 21B Salisbury Road
Hove, Sussex
L. M. Weybridge

FEBRUARY, 1948

Vol. XXVIII

No. 2

| | | |
|--|-----------------------|----|
| How to Manufacture Sales-Getting Easter Candies | By W. L. Richmond | 29 |
| What's Ahead for Business in 1948 | By Sumner H. Slichter | 31 |
| Candy Packaging Department | | 33 |
| How to Reduce Freight Damages with Shipping Containers | | 34 |
| Candy Packaging Clinic | | 36 |
| What's New in Candy Packaging | | 44 |
| Packaging Supply News | | 46 |
| Cultured Butter-Flavor Products in Confectionery | By R. S. Sweet | 49 |
| The Human Factor in Candy Plant Sanitation | By Alfred E. Leighton | 51 |
| Candy Clinic: Chewy Candies; Caramels; Brittles | | 52 |
| Candy Sales Gain 37% in First 11 Months of 1947 | | 60 |
| Confectioner's Briefs | | 62 |
| Supply Field News | | 67 |
| Confectionery Brokers | | 71 |
| The Clearing House: Classified Advertising | | 74 |
| Editorial: Dr. Stroud Jordan —The Man, The Scientist | By Robert Whympere | 78 |

Cover: Hagley's Attractive Olive Branch Candy Package
—A Clinic Selection



Pioneer Specialized Publication for Confectionery Manufacturers Plant Management, Production Methods, Materials, Equipment, Purchasing, Sales, Merchandising.

Published Monthly on the 5th by The Manufacturing Confectioner Publishing Company, publishers of *The Manufacturing Confectioner—The Blue Book—The Candy Buyers' Directory—Candy Merchandising*. Executive offices: 400 West Madison Street, (Daily News Bldg.), Chicago 6, Illinois. Telephone FRANKlin 6369. Eastern Offices: 303 West 42nd Street, New York City 18, N.Y., Telephone Circle 6-6456. Publication Office: Pontiac, Illinois. Copyright, 1948, Prudence W. Allured. All rights reserved. Subscription Price: One Year, \$3.00. Two Years, \$5.00. Per Copy, 35c. In ordering change of address, give both old and new address. Entered as Second Class Matter, April 20, 1939, at the Post Office at Pontiac, Illinois, under the Act of March 3, 1879.



FINE CANDIES

OF SAN ANTONIO, TEXAS

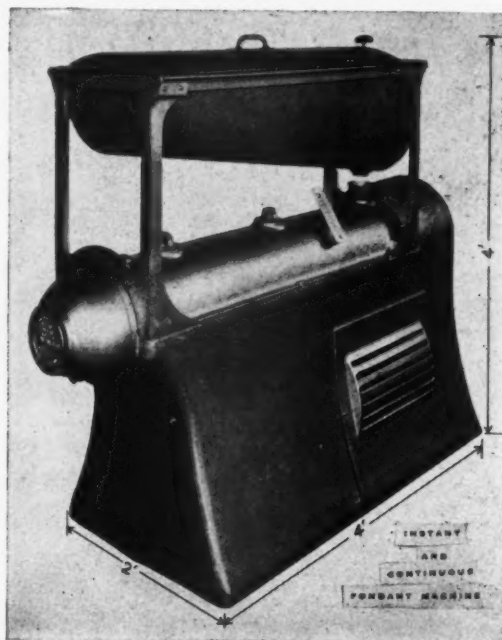
*Famed Throughout the Industry For
Their Initiative & Production "Know How"*

The story of how the four Judson brothers took over the Jenner Manufacturing Co. and increased its sales **TENFOLD** is well known. It has been considered a miracle in this age of shortages. To take a company making around \$100,000 and build it into over a million dollar business **in less than six years** is truly as one article stated "a production miracle."

We are proud that Judsons — with their wealth of skill and production "know how" use —

**THE
INSTANT AND CONTINUOUS
FONDANT MACHINE**

We are proud to serve this company—this important industry—Write us for complete information on this truly **MIRACLE MACHINE**.



*Wherever Fine Fondants are made there you will find the
Instant and Continuous Fondant Machine*

Please mention this magazine when writing

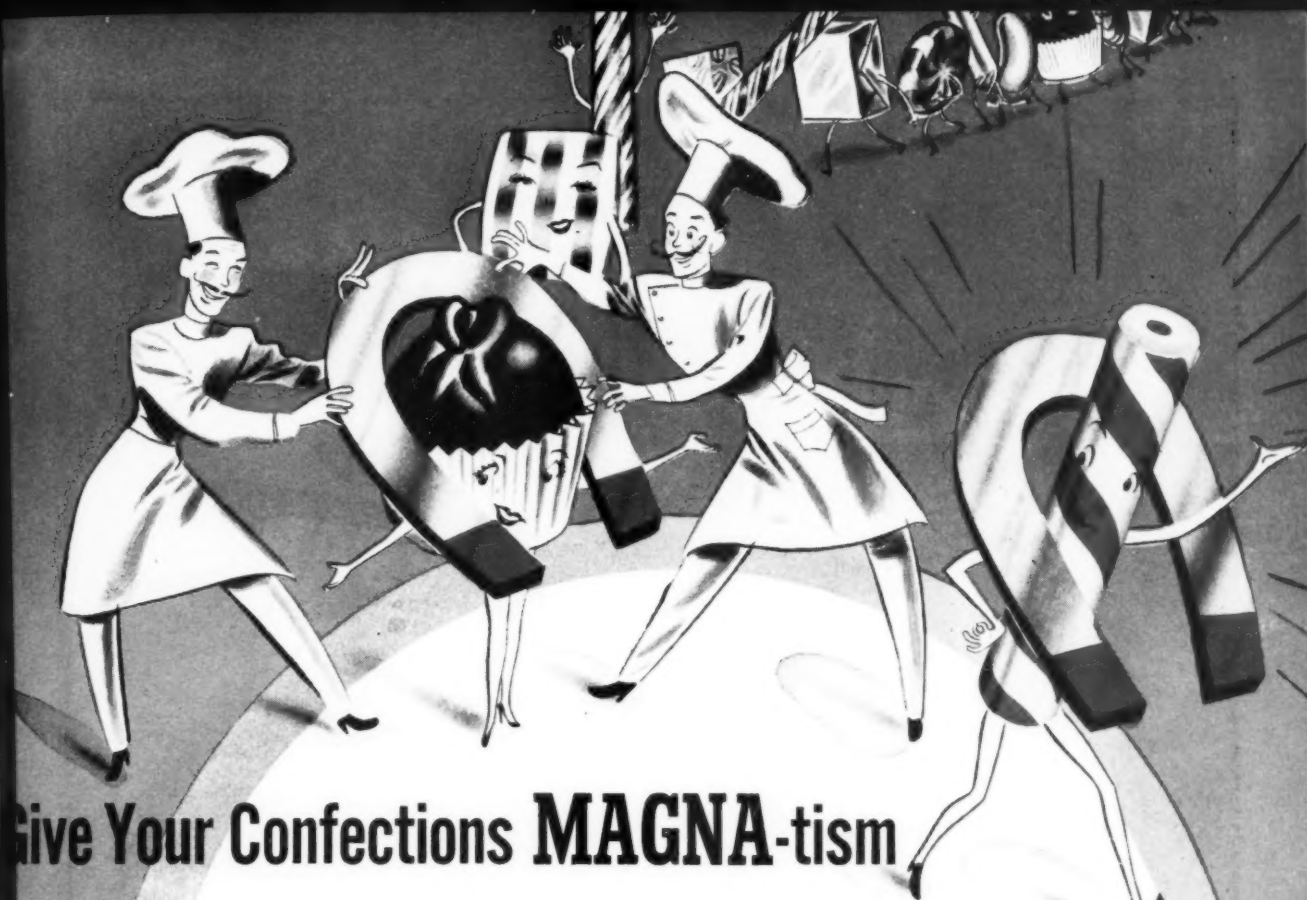
CONFECTION MACHINE SALES CO.

30 N. LA SALLE ST.

CHICAGO, ILL.

ANDover 3204

Give



Give Your Confections **MAGNA-tism**

Give your confections new flavor... new favor!

Give them the most exciting flavor development in many a year! MM&R's highly-perfected, highly-acclaimed new premium group, **MAGNA FLAVORS!**

"They're tops!" proclaim confectioners. "Tops in Quality!" "Tops in workability!" "Tops in flavor appeal!"

For all their extra quality, **MAGNA FLAVORS** cost nothing extra and often less than ordinary flavors. To prepare your candies for today's growingly-competitive market, send today for full **MAGNA FLAVOR** facts!

MAGNA *Flavors* **BY MM&R**
MAGNA-fy the goodness of your confections

Builders of
PRODUCT PREFERENCE
 through the medium of
FLAVORING MATERIALS
 SINCE 1895



MAGNUS, MABREE & REYNARD, INC.

SINCE 1895... ONE OF THE WORLD'S GREATEST SUPPLIERS OF ESSENTIAL OILS
 16 DESBROSSES STREET, NEW YORK 13, N.Y. • 221 NORTH LASALLE STREET, CHICAGO 1, ILL.

LOS ANGELES: BRAUN CORP. • SEATTLE, PORTLAND, SPOKANE: VAN WATERS AND ROGERS, INC. • SAN FRANCISCO: BRAUN-KNECHT-HEIMANN-CO. • CANADA: RICHARDSON AGENCIES, LTD., TORONTO



CITRIC ACID

CREAM of TARTAR

TARTARIC ACID

SODIUM CITRATE

★ Chas.

PFIZER & Co., Inc.

Manufacturing Chemists since 1849

Chas. Pfizer & Co. Inc.
81 Maiden Lane, N. Y. 7, N. Y.
444 W. Grand Ave., Chicago 10, Ill.
605 Third St., San Francisco 7, Cal.



©008

CLINTON

**CORN SYRUP
UNMIXED**

**CONFECTIONERS'
STARCHES**

CLINTOSE (Dextrose)

Our Service Department is for your
convenience. We are glad to help
you with your technical problems.

1907 - 1948
41 Years of Friendly Service

CLINTON INDUSTRIES, INC.

Clinton, Iowa

QUALITY • UNIFORMITY • SERVICE

IT'S HERE

The New

"BAUSMAN DEPOSITOR"

Designed by A. L. Bausman for

Speed • Accuracy • Endurance • Economy

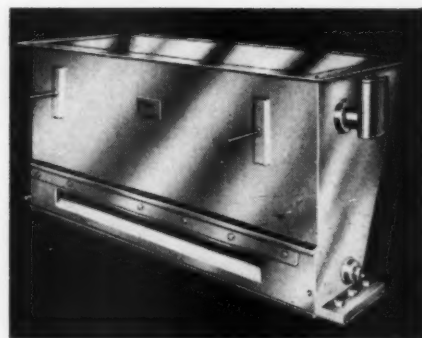
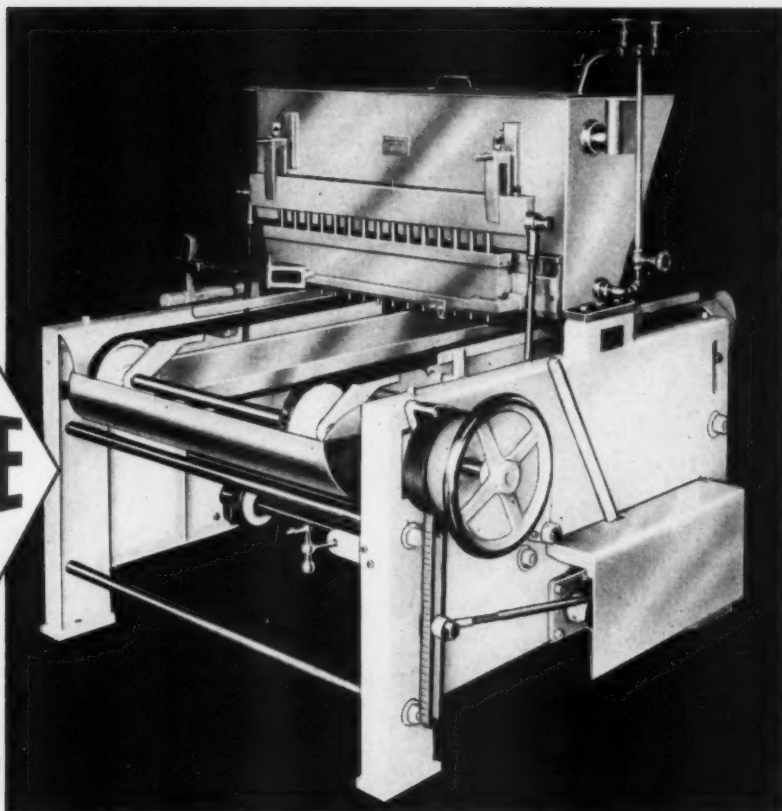
Forty years of engineering experience have gone into the design of this latest type Depositor. It is scientifically constructed to give years of accurate, dependable service.

The Pump Bars are of the latest design, water-sealed, made of bronze with valve slides and pistons of stainless steel. No grooves. No washers. Each Bar has separate inlet and outlet valves which provide direct candy flow assuring accurate weights, no clogging.

The Piston Bar is wider to prevent springing. The Hopper is strongly constructed of heavy-gauge stainless steel.

The Frame is of extra heavy formed steel and all mechanism is precision-built for smooth, quiet operation.

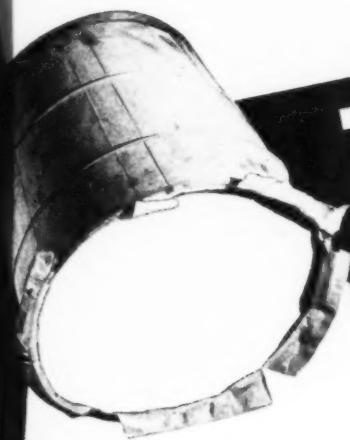
SEND TODAY for new illustrated folder just off the press giving complete details.



STAINLESS STEEL HOPPER
can be furnished separately, as a replacement for all types of machines.

RIVER TOOL CO., Springfield, Mass.

Give Your Chocolates that
delicious rich butterfat flavor
with **HYFAT**
HYDENSITY SWEETENED CREAM

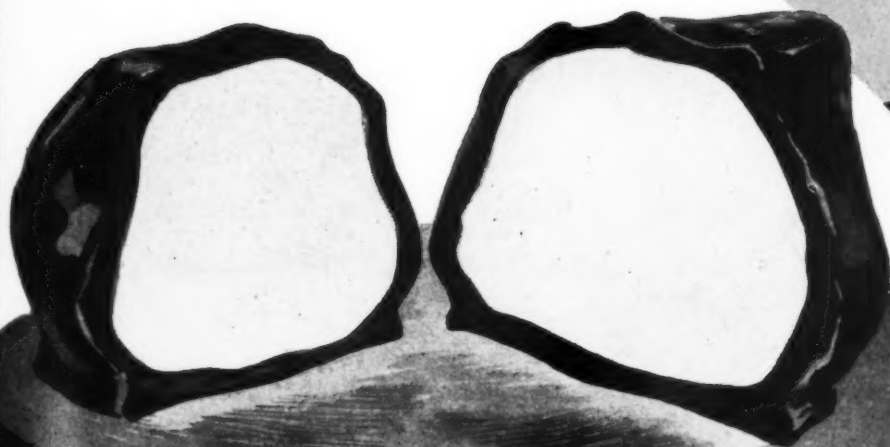


Try HYFAT as a base for the cream centers in chocolates you make up for your very highest class box trade. Also Easter eggs. Mmm! It's delicious. You will marvel at its smooth, creamy texture, its fresh, rich butterfat flavor and its uniform goodness. And your customers will recognize these qualities, too. HYFAT is a Hydensity Sweetened Cream of high butterfat content. It blends with chocolate to add richness and flavor such as your quality candies should have—and it does not require cold storage. Now available for prompt delivery. Let us quote on your needs.



HYFAT is easy to use, too. Simply release contents from tub, peel back parchment paper and cut off as much as you need.

**BASIC
INDUSTRIES**
INCORPORATED
919 N. MICHIGAN AVE.
CHICAGO, ILL.

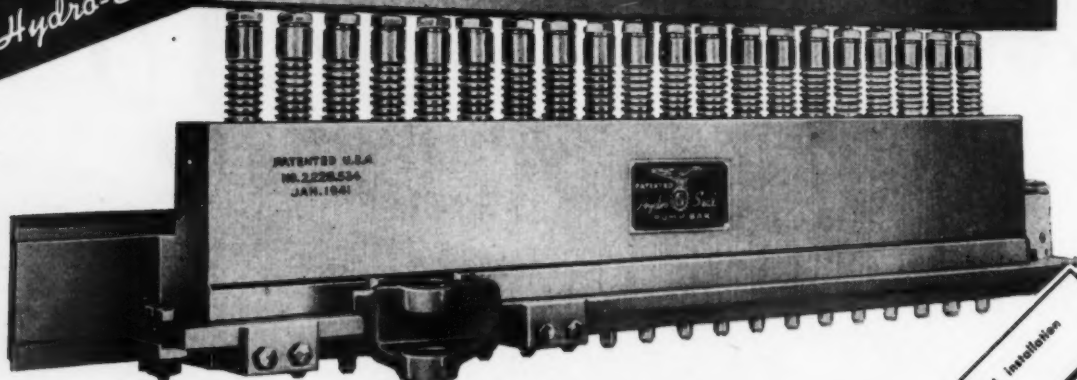


THE FINEST PUMP BARS IN THE WORLD

Pay for Themselves within a few Months...thru Economy of Materials...and Elimination of Time Loss for Repairs!



"Hydra-Seal" PUMP BARS



MODERNIZE YOUR DEPOSITING DEPARTMENT

Install HYDRO-SEAL PUMP BARS

Hydra-Seal Pump Bars are available in single, double, triple and quadruple rows. Can be installed on every type of National Depositor.

No other Pump Bar has the grooved piston feature which is the only way with a water trough to secure continuous lubrication. Grooved construction of National Hydra-Seal Pistons is patented—has revolutionized the depositing operation.

NO WASHERS! . . . Stainless steel patented piston construction does away with washers . . . eliminates repairs, cuts upkeep costs!

NO SOAKING! . . . Eliminate this work stoppage detail . . . save time—save money—keep production rolling! With Hydra-Seal, merely set pistons in raised position, spray with steam hose . . . and you're ready for a different batch . . . or for next day's operation.

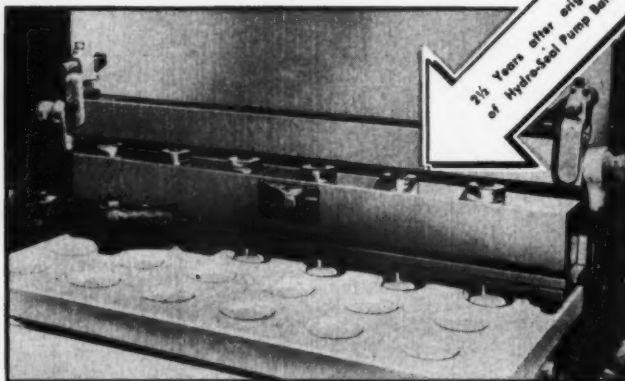
CONSTANT EXACT WEIGHT! . . . Accurate deposits assured forever—no leaking. Patented feature prevents material working up over bar top (see illustration #1). Results in topmost economy, saving material, accurate weights, sanitation.

LONG LIFE! . . . Automatic, continuous lubrication of stainless steel pistons eliminates all scoring . . . insures a long, wear-proof life

STANDARD SIZES READY FROM STOCK—Special sizes, 30 day deliveries. Act Now—Order Today!

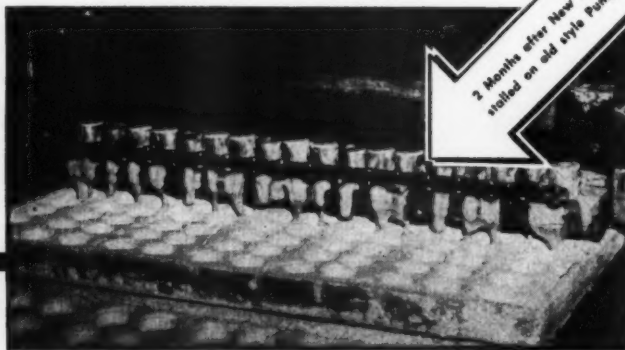


NATIONAL EQUIPMENT CORPORATION
153-157 CROSBY ST., NEW YORK 12, N. Y.



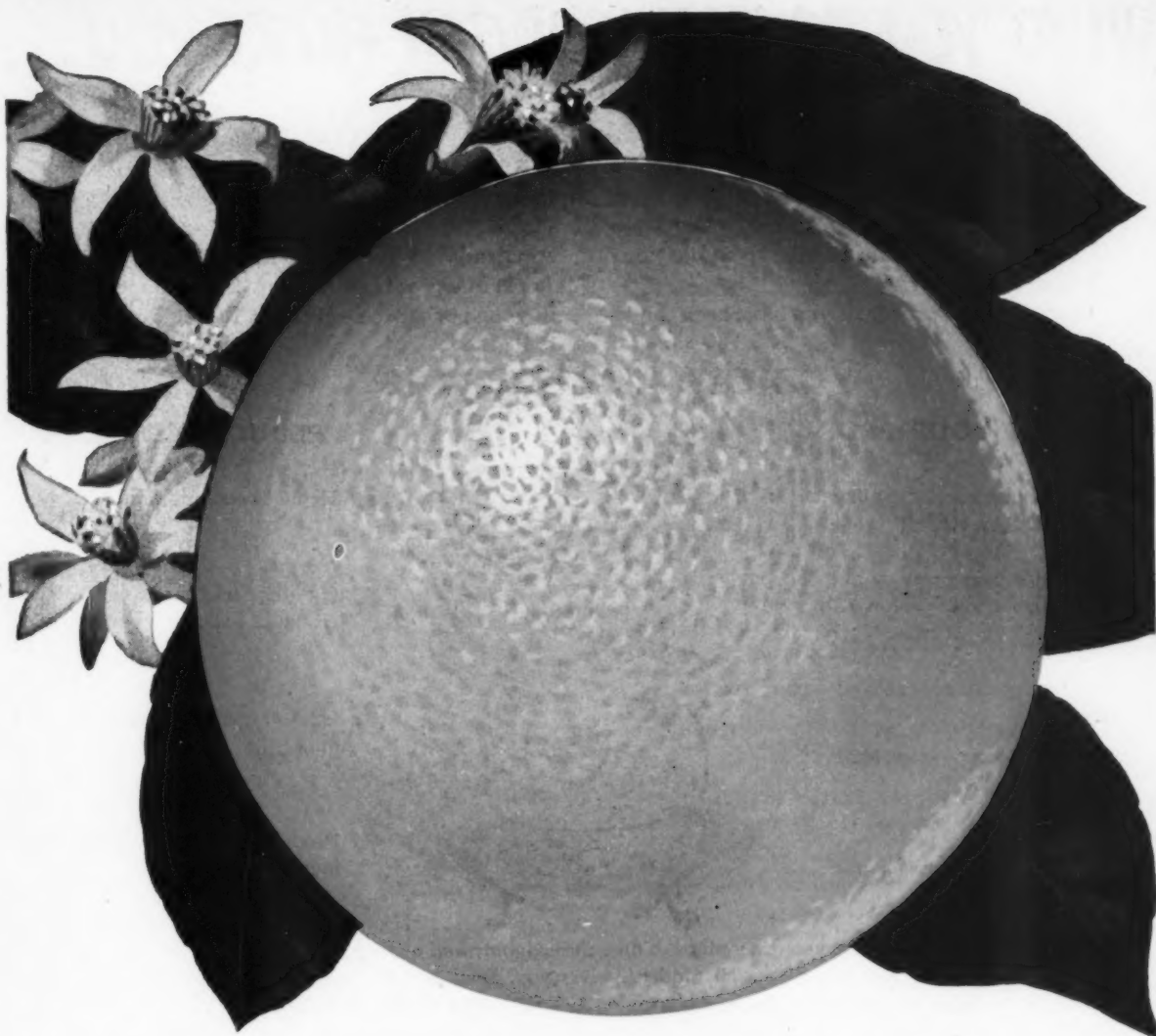
2 1/2 Years after original installation of Hydra-Seal Pump Bars.

Note: Clean, even, accurate deposits . . . and NO LEAKAGE! Not one penny spent—nor one minute lost for repairs during the years of continuous operation. Patented grooved piston traps water in trough—provides automatic lubrication as it seals—gives you this spectacular result



2 Months after New Washers were installed on old style Pump Bars.

Note leakage, overflow, unequal deposits. Periodic washer replacement and repairs result in loss of time expense—do not eliminate leakage and waste which again recur almost immediately



THE WORLD'S FINEST ORANGE OIL

Made exclusively from oranges from the Sunkist Groves of California.

Exchange Oil of Orange gives you more *real orange flavor*, drop for drop or pound for pound, than any other orange oil.

Distributed in the United States exclusively by
FRITZSCHE BROTHERS, INC.

76 Ninth Avenue, New York 11, N. Y.

DODGE & OLCOTT, INC.

180 Varick Street, New York 14, N. Y.

Distributors for:

CALIFORNIA FRUIT GROWERS EXCHANGE
 PRODUCTS DEPARTMENT, ONTARIO, CALIF.

Producing Plant:

The Exchange Orange Products Co., Ontario, Calif.

Give it all your tests for *quality, uniformity and strength*. Then you'll buy Exchange Brand.



WHAT YOU DON'T KNOW CAN HURT YOU...

Right Where it Hurts the Most

Yes, sir...a lack of facts can be a mighty costly thing. It can cause you to spend money needlessly...and miss the chance to make your dollars really *work*!

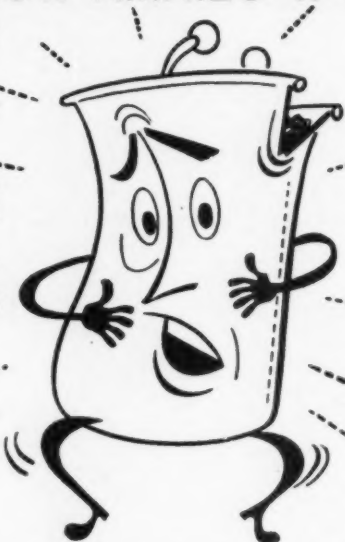
That's why...especially if you have been think-

ing you *had* to use expensive colloids as stabilizers...we want you to *know the facts* about Amaizo W-13 Stabilizer, *the only completely tasteless starch binder*. It will be money in your pocket to read the following carefully.

HOW AMAIZO W-13

IMPROVES YOUR PRODUCT

1. Adds desirable body to nougats, caramels, fudges, etc.
2. Maintains proper moisture balance in all pieces over prolonged period of time.
3. Imparts greatly improved eating quality:
 - (a) Shorter—more tender.
 - (b) Disseminates faster in chewing.
 - (c) Diminishes tackiness.



REDUCES COSTS

1. Reduces cooking time.
2. Greater yield because of higher moisture balance.
3. Greater yield because of added bulk.
4. Produces 4 or 5 times its cost as ingredient.

Mr. Candyman, you can't afford to miss the economy and quality benefits Amaizo W-13...the *tasteless starch binder*...gives you. *Send for free working sample.* Write to American Maize-Products Co., 100 East 42nd Street, New York, N. Y.

TWO TYPICAL AMAIZO FORMULAS

NOUGAT

- | | |
|------------------------------|---------|
| 1. Granulated Sugar..... | 64 lbs. |
| Amaizo 43° C.S.U..... | 40 lbs. |
| Salt..... | 4 ozs. |
| Amaizo W-13 Stabilizer..... | 7 lbs. |
| Water | 16 lbs. |
| 2. Egg Albumin | 2 lbs. |
| Water | 4 lbs. |
| Amaizo 43° C.S.U..... | 15 lbs. |
| 3. Coconut Butter (92%)..... | 5 lbs. |
| Flavor..... | to suit |

Cook No. 1 to 260° F. Dissolve Albumin in water, add to Corn Syrup and beat very light. Add No. 1 to No. 2. Mix, then add butter and flavor. Pour on slab—cool—size and cut.

FUDGE

- | | |
|-----------------------------|---------|
| 1. Granulated Sugar..... | 12 lbs. |
| Amaizo 43° C.S.U..... | 8 lbs. |
| Sweet Cream (20% b.f.)..... | 10 lbs. |
| Salt..... | 3 ozs. |
| Amaizo W-13 Stabilizer..... | 3 lbs. |
| Butter (Salted)..... | 2 lbs. |
| 2. Evaporated Milk..... | 10 lbs. |
| 3. Creamy Fondant | 16 lbs. |
| Chocolate Liquor..... | 6 lbs. |
| Vanilla..... | to suit |

Heat No. 1 to 220° F. Slowly add No. 2 and cook to 230° F. Remove from fire and let cool. Add No. 3 and stir until thick. Pour on covered slab (not cold)—cool—size and cut. Add 8 lbs. nuts if desired.

AMAIZO W-13 STABILIZER
AMERICAN MAIZE-PRODUCTS COMPANY

They're Smoother !

Caramels, Nougats, Fudge, Milk Chocolate Bars & Coating

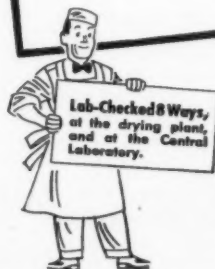
made with Land O'Lakes Nonfat Dry Milk Solids



"STAY FRESH" CANDY FLAVOR!

Land O'Lakes Nonfat Dry Milk Solids helps lick the problem of rancidity.

- It's fresh when you get it.
- It stays fresh under ordinary shop temperatures.
- Normal milk acidity and uniform buffering capacity.



The addition of Land O'Lakes Nonfat Dry Milk Solids gives caramels in particular a noticeably smoother, creamier texture. In fudge and milk chocolate coatings, it performs a three-way service. It helps achieve the desired velvety texture. It improves thickening compared with powdered sugar, and thus stretches your sugar supply. And last, it reduces excessive sweetness, making your candy more mellow and palatable.

Nonfat Dry Milk Solids • Dry Whole Milk
Dry Buttermilk Solids

Branches and brokers in principal cities,
or write direct to:

LAND O'LAKES
CREAMERIES, INC.

MINNEAPOLIS 13, MINNESOTA
Also Famous For LAND O'LAKES SWEET CREAM BUTTER



"Land O'Lakes" and the Indian girl are registered trade marks of Land O'Lakes Creameries, Inc.



Exchange

**OIL OF
LEMON
U. S. P.**

LIKE THE FLAVOR OF A FRESH-CUT LEMON....

When it's *lemon* you want, Exchange is the Oil!

More than 80% of all the lemon oil used in the United States is Exchange Lemon Oil. This overwhelming endorsement by the trade is your assurance that Exchange

Lemon Oil delivers *flavor . . . clarity* and *uniformity* not found in any other Lemon Oil.

Always specify it by the brand name when you order — Exchange Oil of Lemon. And to insure your satisfaction, accept no other brand.

Distributed in the United States exclusively by
FRITZSCHE BROTHERS, INC.
76 Ninth Avenue, New York 11, N. Y.

DODGE & OLCOTT, INC.
180 Varick Street, New York 14, N. Y.

Distributors for:
CALIFORNIA FRUIT GROWERS EXCHANGE
PRODUCTS DEPARTMENT, ONTARIO, CALIF.

Producing Plant:
EXCHANGE LEMON PRODUCTS CO., CORONA, CALIF.

NO OTHER MANUFACTURER
PRODUCES A GREATER VARIETY
OF EDIBLE VEGETABLE OIL
PRODUCTS THAN

Durkee

PARAMOUNT

—CUSTOM MADE TO THE
FORMULA REQUIREMENTS OF
THE CONFECTIONERY INDUSTRY

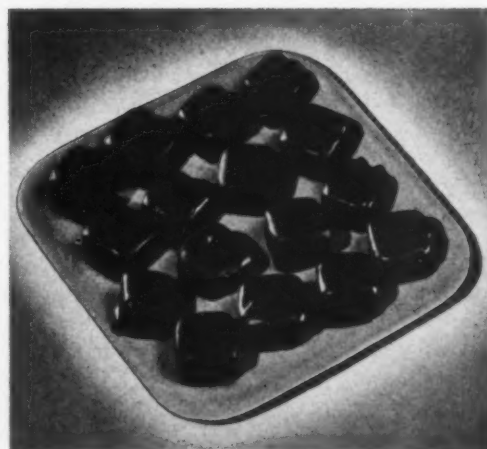
A hard fat which has been especially produced for the confectionery industry for cocoa coating and various tasty blends of assorted flavors—excellent for enrobing candies. Paramount will protect your goods in all climatic conditions and keep your coatings looking right.

A Product of

DURKEE

One of America's Great
Food Institutions!

A DIVISION OF THE GLIDDEN COMPANY

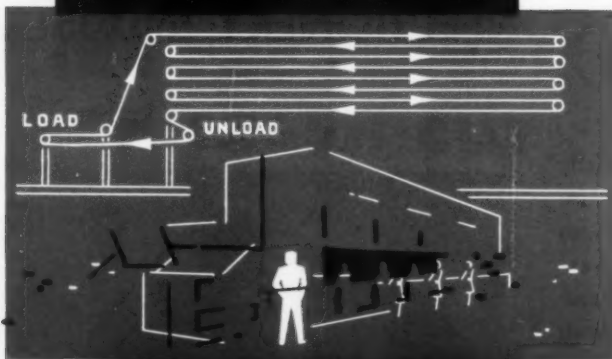


PRODUCTION GOES UP WHEN YOU COOL DOWN!

When a Greer Multi-Tier Cooler compresses as much as 600' of cooling travel into as little as 18' of floor space, you get perfect cooling, one of the most critical operations in chocolate making — automatically.

A Multi-Tier Cooler increases production and saves valuable floor space at the same time. Frequently, it makes possible a change from batch methods to continuous process . . . with a substantial increase in plant efficiency.

And you reap additional dividends by getting better quality . . . better resistance to fat bloom . . . higher gloss and longer shelf life through better control over the cooling process. Bulletin 45-6 will tell you more. Write: J. W. Greer Company, 130 Windsor St., Cambridge 39, Massachusetts.



OTHER FAMOUS GREER PRODUCTS:

Automatic Feeders . . . Automolders . . . Coaters
 . . . Cooling Tunnels . . . Pre-Bottomer and Refrigerated Cold Slab . . . Packing Conveyors
 . . . Chocolate Melting and Tempering Kettles
 . . . Chocolate Tempering Columns and Pumps
 . . . Cooling Tables . . . Turntables . . . 10 lb. Cake
 Chocolate Molding Units . . . Small Bar
 Chocolate Molding Units.



MAKE IT BETTER FOR LESS
 ...CONTINUOUSLY WITH

GREER

EXTRIN CULTURED POWDER

Accurately pre-scaled and sealed in 1-oz. foil packets, 128 packets (8 lbs.) to a carton. Each packet richly butter-flavors 40 lbs. of dough or 50 lbs. of candy mixture. \$18.90 per carton, f.o.b. New York.



POWDER

CULTURED EXTRIN · AA ·

EXTRIN'S CULTURED CREME

ROYALE—A rich, creamy, non-separating liquid in 1-gal. jugs, with caps that double as non-tip measuring cups (note the overflow trough). Each gallon richly butter-flavors $2\frac{1}{2}$ tons of dough or $2\frac{3}{4}$ tons of candy mixture. \$18.90 f.o.b. New York.



CREME

The next-best-to-butter flavor now hits a new high in convenience for more users, with the addition of two new forms, perfected after three years of extensive research. All three 'equal in strength and economy.

now in 3 convenient forms!

CULTURED EXTRIN AA

in its original paste form comes in 8-lb. tubs, \$18.90 f.o.b. New York. . . Paste, Creme and Powder are equal in strength and cost. All are cultured from sweet cream, sweet cream buttermilk, egg yolk, vegetable oils, salt and the bacilli acidophilus and bulgaricus. They will not turn rancid, will not bake out nor cook out. Choose the form most convenient for you, with the assurance of absolutely uniform, butter-identical flavor and bouquet in your goods. All forms always guaranteed all ways.



PASTE

EXTRIN FOODS, INC.
70 BARCLAY ST., NEW YORK 7

EXTRIN FOODS
OF CALIFORNIA, INC.
5225 WILSHIRE BLVD.
LOS ANGELES

CONFECTIONERY ANALYSIS and COMPOSITION

By
STROUD JORDAN, M.S., Ph.D.
and
KATHERYN E. LANGWILL, M.S., Ph.D.

\$3.50

The first two volumes of "Confectionery Studies" by Dr. Jordan, have acquainted the confectioner with everyday problems and with standards in effect at the date of publication. A practical and technical evaluation of chocolate products then followed entitled "Chocolate Evaluation". These three books were willingly received by the industry as valuable additions to the technical literature available.

This book, the fourth in the series, is being published by *The Manufacturing Confectioner*. Confectionery studies have been continued and this volume concerns itself, first with applicable data that cover the composition of basic raw materials as well as that of the finished confections in which they have been employed.

In assembling this volume reference is made to applicable methods. Where satisfactory methods of analysis are of general knowledge they are incorporated by reference. All specially developed methods and procedures are incorporated in detail.

Where reconstruction of formulas from analytical data is considered, we are dealing with a relatively unexplored field. Many basic assumptions have been made before actual formula reconstruction has taken place. The second part of this volume is used to consider the several confection groupings into which most confection types generally fall and full discussion of each follows. See Chapter Headings below.

Moisture (Ch. 1)
Ash (Mineral Matter—Ch. 2)
Sugars (Ch. 3)
Starches (Ch. 4)
Proteins (Ch. 5)
Fats (Ch. 6)

Colloidal Materials (Ch. 7)
Nuts and Fruits (Ch. 8)
Acids (Ch. 9)
Incidental Materials (Ch. 10)
Reconstructed Formulas (Ch. 11)
Hard Candy (Ch. 12)
Coated Candies (Ch. 19)

Sugar Cream (Fondant Ch. 13)
Fudge (Ch. 14)
Caramels and Toffees (Ch. 15)
Marshmallow (Hard & Soft Ch. 16)
Nougat (Ch. 17)
Gums and Jellies (Ch. 18)
Appendix

BOOK SECTION

The MANUFACTURING CONFECTIONER

400 W. Madison St.

Chicago 6, Illinois

Book Section:
THE MANUFACTURING CONFECTIONER
400 W. Madison St., Chicago 6, Illinois

248MC

Please Bill Me.....
\$.....Cash Enclosed.....
For No.....of Books.

Please send me Dr. Jordan's Book "Confectionery Analysis and Composition."

MY NAME.....COMPANY.....
POSITION OR TITLE.....ADDRESS.....
CITY.....STATE.....ZONE.....

THE Standard



CITRUS PECTIN *for* CONFECTIONERS

WIRE OR WRITE FOR SAMPLES AND FORMULAS



CALIFORNIA FRUIT GROWERS EXCHANGE

400 W. Madison Street, Chicago 6, Ill.

PRODUCTS DEPARTMENT
ONTARIO, CALIFORNIA

99 Hudson Street, New York 13, N. Y.

USED BY LEADING CANDY MANUFACTURERS THROUGHOUT THE WORLD

YELKIN

A BASIC INGREDIENT IN GOOD CANDY MAKING--

For over fifteen years, successful, leading Confectioners have played SAFE by using YELKIN because

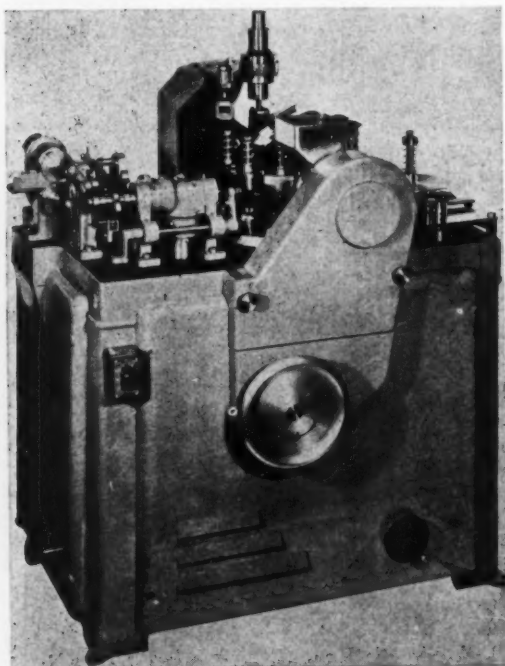
- it is standardized for uniform, dependable performance.
- it is the pioneer lecithin backed by years of research and practical application, keeping abreast of the advances in candy making.
- our Service Staff of Nationally Known production men are available to help with production problems—they Know LECITHIN and How to use it. Write us.



ROSS & ROWE, INC.

50 BROADWAY
NEW YORK 4, N.Y.

WRIGLEY BLDG.
CHICAGO 11, ILL.



LATINI

continuous

DIE POP MACHINE


- HIGH SPEED PRODUCTION
- CONTROLLED WT. & SIZE OF POPS
- INTERCHANGEABLE DIES
- GUARANTEED PERFORMANCE
- ECONOMICAL OPERATION

EASTERN REPRESENTATIVE
JOHN SHEFFMAN—152 W. 42nd St., N.Y.C.

CHOCOLATE SPRAYING CO.

2027 W. Grand Ave.

CHICAGO 12, ILLINOIS



Trust that good old staple Norda Maple

"Tramp a sugar bush with your own sap bucket, tap your maples, and boil down your syrup . . . you'll get true Maple Flavor.

Or simply rely on Norda Maple.

Norda Maple Flavor is true to the tree.

It seems to be among the most satisfactory of all Maple Flavors, according to a long list of long-time users. They are old customers for the pure sugar, extracts, concentrates and the expertly blended imitation Maple which Norda is widely known for.

Ask for convincing samples today. And get the new catalogue telling the story of Norda Maple Flavor and other Flavors.

Flavor It with a Favorite . . . from Norda

Norda Essential Oil and Chemical Company, Inc.

601 West 26th Street, New York 1, N. Y.

CHICAGO • LOS ANGELES • ST. PAUL • MONTREAL • TORONTO • HAVANA • MEXICO CITY • LONDON

for February, 1948

page 23

Susie KNOWS HER STUFF



... and you know Susie

She bases her decisions on field research—conscientious sampling. Today, there is not such a wide field for Susie to explore... Confections are being considerably limited... Less of this... none of that... She's willing to take loss because it's necessary... but she still demands full luscious flavor. More than ever, for her sake, quality must be maintained.

While other ingredients may be difficult to obtain Florasynth's clients have no great problem with highly satisfying, high-quality flavorings. The consistent demand for Florasynth's **CONCENTRATED IMITATION CANDY FLAVORS**

non-alcoholic, especially designed to resist high temperatures, and in a **VARIETY OF 12 DELICIOUS FLAVORS** is indisputable proof of our success in satisfying manufacturers... and ultimately, in pleasing Susie.



Florasynth LABORATORIES, INC.
CHICAGO 6 • NEW YORK 61 • LOS ANGELES 13

DALLAS 1 • DETROIT 2 • MEMPHIS 1 • NEW ORLEANS 13
ST. LOUIS 2 • SAN BERNARDINO • SAN FRANCISCO 11

Florasynth Labs. (Canada) Ltd.—Montreal • Toronto • Vancouver • Winnipeg
Florasynth Laboratories de Mexico S. A.—Mexico City



Confectioners' Quiz

Q. How can you improve the flavor of candies?



A. Make them with KRIST-O-KLEER!
Candies made with KRIST-O-KLEER have a truer, fresher flavor—because KRIST-O-KLEER prevents the flavor from drying out.

Q. How can you improve the texture of candies?



A. Make them with KRIST-O-KLEER!
Candies made with KRIST-O-KLEER stay creamy, smooth and tender—because KRIST-O-KLEER controls the moisture.

Q. How can you make candies keep better?



A. Make them with KRIST-O-KLEER!
Candies made with KRIST-O-KLEER stay fresher till they are consumed—because KRIST-O-KLEER retains moisture, even upon exposure to air and low humidity.

Order now, from National's full line of KRIST-O-KLEER invert and partial invert sugars.

**THE NATIONAL
SUGAR REFINING CO.**
New York, N. Y. and Philadelphia, Pa.



CENTRAL

SOY ALBUMEN

THE NEW, MODERN *Whipping Agent*

Now you can reduce your ingredient and production costs with the new proven, Central Soy Albumen. Central Soy Albumen is a complete aerating agent—does not have to be mixed with other albumen products. Produces top quality creams, divinity fudge, nougat and other aerated candies at reduced costs.

SOY ALBUMEN WILL GIVE YOU:

**White Color • Soft, Creamy Consistency
Large Volume • Short, Tender Texture**

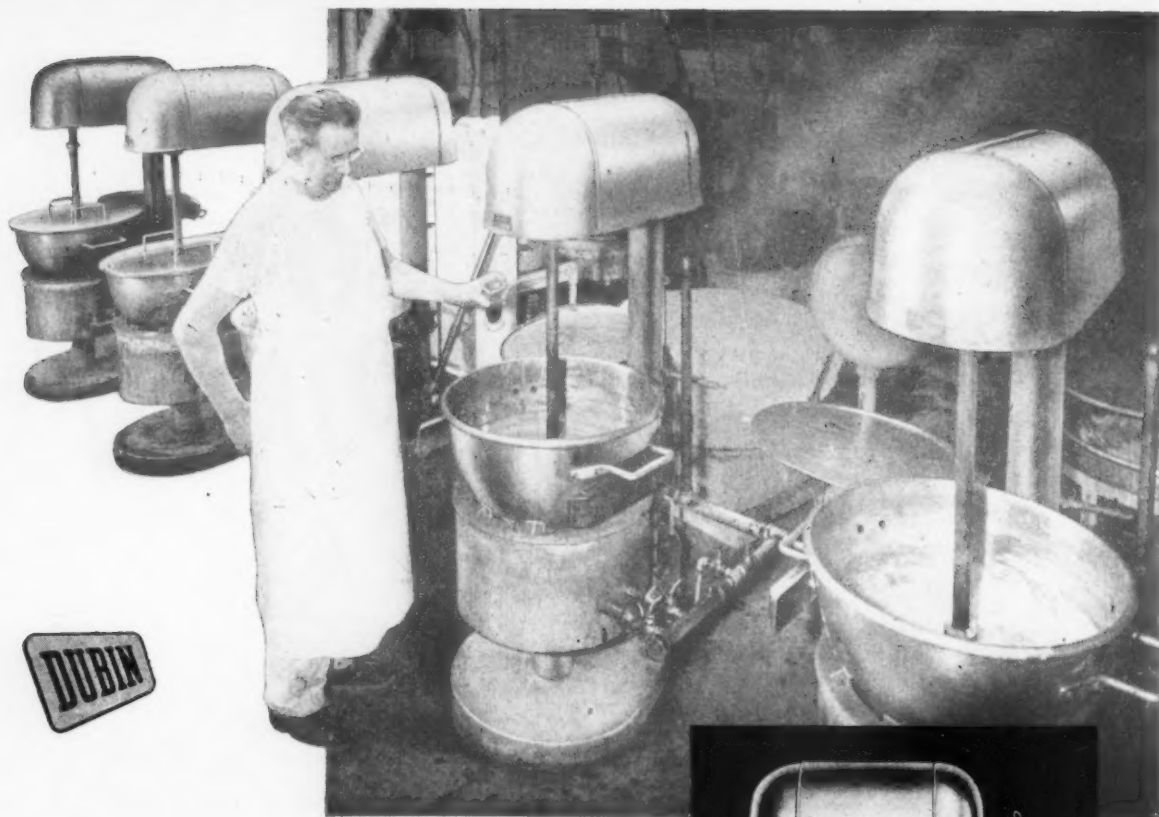
Central Soy Albumen whips up very rapidly—produces small, uniform air cells—will give you exceptional volume and stability.

EASY TO USE—Central Soy Albumen is easy to use. No formula changes are necessary. It dissolves quickly in the syrup, water, or can be added in a dry state to the syrup batch.

Find out how this new, superior whipping agent can reduce your costs and improve your candies. Write for our new technical bulletin—"Central Soy Albumen—For Confectioners."

Central Soy Albumen production is controlled by rigid standards and specifications to a uniform, high quality, and is available in 10, 25, 50 and 100 pound leverpak drums.





HOW BLUM'S SPEEDS UP PRODUCTION

BLUM'S, of San Francisco, is noted for not only high quality candies in unique packages but also for its air deliveries to New York.

Both quality and speed of production are gained by the use of a battery of 12 Dubin Hydro-Lift Fire Mixers. These mixers have a combined head and mixing arm that is raised hydraulically and which swings out over a copper drip pan when not in use. The furnace is adjustable for height. Equipped with jet burners with individual air controls, it simplifies operation—gives an even-temperature flame. The bronze reduction gears on the Dubin Fire Mixer run in an encased oil bath, insuring long life and quiet operation. All working parts, including the motor, are enclosed.



Dubin Fire Mixers play no small part in helping Blum's turn out over \$3,000,000 worth of candy a year. They can do wonders in your plant, too.

Write Today for the Dubin Catalog



R. M.

DUBIN

CORPORATION

CONFECTIONERS' MACHINERY

2500 SOUTH SAN PEDRO STREET • LOS ANGELES 11, CALIFORNIA



COCOAS

(Dutch & Natural Process)



COCOA BUTTER

(Pure Prime Domestic)



CHOCOLATE COATINGS



CHOCOLATE LIQUORS



CHOCOLATE DROPS



COMBINATIONS OF COCOA AND CHOCOLATE LIQUOR

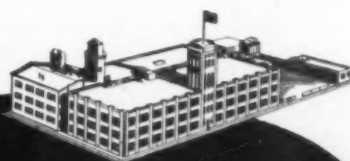
Everyone — but everyone — likes chocolate! And the traditional excellence of ★ B ★ B ★ cocoa and chocolate products can give your candies... your ice cream ... or your baked goods the taste-appeal that assures widespread consumer approval.

THE MARK OF GOOD TASTE



Consult ★ B ★ B ★ on your chocolate problems —
Rely on ★ B ★ B ★ for chocolate products produced under strict laboratory control.

FOUNDED 1900



L. B. Rose

Manufacturers of Chocolate and Cocoa Products
Margaret and James Streets, Philadelphia 37, Pa.



FIT FOR THE GODS!

Well, maybe it won't actually snap the Gods to life—but certainly Atlas 350 Maple Imitation is a rare treat for humans! Taste appeal shoots up, "sweet-tooth" appetites leap, sales jump automatically—when you *flavor-lock* it into your candy. So good is this maple—so exactly created by H. Kohnstamm flavor specialists—that most candy enthusiasts can't tell its flavor from pure maple sugar. Take a tip from many leading candy manufacturers. Use Atlas 350 Maple in your creams, caramels, taffies, and fudges. Order a trial gallon today.

Trial Gallon.....\$8.00

Cases (4—1 Gals.).....\$7.50 per Gallon



SEE ATLAS LABEL PORTFOLIO 1950

H KOHNSTAMM & COMPANY Inc.
FIRST PRODUCERS OF CERTIFIED COLORS
ESTABLISHED 1851

89 PARK PLACE, NEW YORK 7 11-13 E. ILLINOIS ST., CHICAGO 11 4735 DISTRICT BLVD., LOS ANGELES 11
ATLANTA • BALTIMORE • BOSTON • CINCINNATI • CLEVELAND • DALLAS • DETROIT • HOUSTON • INDIANAPOLIS • KANSAS
CITY, MO. • MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA • PITTSBURGH • ST. LOUIS • SAN FRANCISCO

The Manufacturing Confectioner

How to Make Easter Candies

by WALTER L. RICHMOND

Plant Superintendent, D. Goldenberg, Inc., Philadelphia

THE TREMENDOUS amount of Easter candies sold each year makes the Easter Season one to look forward to, with the knowledge that the new year should start with a worthwhile sales volume. The margin of profit (with some exceptions) on Easter eggs is usually much larger than on the general line candies. The following formulae for Easter eggs include the finest hand rolled and cast



THIS HIGHLY INFORMATIVE article on Easter candies is part of a series on candy manufacture and candy problems prepared exclusively for THE MANUFACTURING CONFECTIONER by Walter L. Richmond (left) who is plant superintendent for D. Goldenberg, Inc., Philadelphia. The complete series will later be published in book form by THE MANUFACTURING CONFECTIONER as a complete, authoritative, and convenient reference volume covering all phases of candy manufacture. The accompanying formulae—also by Mr. Richmond—are time-tested by years of experience in candy manufacturing.

fancy decorated eggs, as well as a variety of 1c and 5c items. Each formula has merit and known sales appeal and the wide variety of formulas included makes it easy to choose one or more items that will fit in with any factory's manufacturing facilities.

Easter Egg Fondant

The fondant for most of the hand rolled eggs can be made on vacuum kettles. Vacuum cooking speeds up the production by saving the time used for cooling the fondant, as the fondant can be creamed up immediately after being poured onto the beater. Premix large batches of fondant syrup and, when using Simplex vacuum cooker, cook premix one degree lower than the final cook desired. Place the amount of syrup needed in the vacuum kettle and finish cooking. One 200-pound vacuum kettle can produce enough fondant to keep two Ball type beaters running.

MARSHMALLOW EGGS FOR COATING IN REVOLVING PAN

60 lbs. sugar
20 lbs. corn syrup
1½ gal. water

Cook to 245 degrees. Add

3 lbs. standard strength gelatine (soaked for at least ½ hour in 10 quarts cold water)

NOTE: Do not use a quick setting gelatine or MM will set up before casting is finished. Stir until gelatine is dissolved. Beat up in vertical marshmallow beater or horizontal type beater with no water used in jacket.

Cast into dry starch. Put in drying room (temperature approximately 115 degrees) until goods are hard enough to run up in sugar coating in revolving pan.

REMARKS: The batch should not be chilled before casting, due to the excessive amount of gelatine used.

This excessive amount of gelatine will not let the marshmallow flow and form a flat surface on top, but will cause it to be rounded on top so that a single cast egg can be run up in pans. The above procedure applies to small eggs only. For a double cast egg, reduce the amount of gelatine so that egg will have a flat surface after casting. Cast one-half portions of eggs one day but do not place in drying room. Next day, shake out of starch and cast the other half of the egg. Place the shaken out halves on top of the fresh-

ly cast halves. Place in drying room (temperature approximately 115 degrees) until hard enough to run up made as if an egg were cut into half in pans. Half portions of eggs can be from end to end or, preferably, as if egg were cut in half crosswise.

GLAZED BUTTER CREAM RABBITS, ETC.

Place in cooking kettle

135 lbs. sugar

6 gal. water

70 lbs. corn syrup

2 gal. sweetened whole condensed milk

Cook to 245 degrees. Add

$\frac{1}{2}$ lb. salt

20 lbs. fondant (see remarks)

FRAPPE: 6 oz. egg albumen dissolved in 12 oz. water.

Beat up with 1 qt. of above batch when cooked to 235 degrees. Flavor and color to suit requirements. Cast into dry starch using small mould suitable for the season. Let set until firm. Shake out of starch and brush very clean. Glaze in revolving pan or in the following manner. Place about 20 lbs. butter goods in a clean copper kettle, pour over them a small amount of candy glaze. Stir with paint brush that has been dipped in glaze. When candies are thoroughly covered with glaze, pour into wax paper lined trays or sieve bottom trays. Let set until dry (not less than 1 hour).

REMARKS: This formula produces a butter cream with a good solid body. Suitable for large or small Easter novelties. Make in a variety of flavors and colors.

FONDANT: Proportions: 150 lbs. sugar; 60 lbs. corn syrup. Cook to 240 degrees.

LARGE HAND ROLLED COCONUT EGGS NO. 1

$\frac{1}{2}$ LB. TO 5 LB. SIZES

48 lb. sugar

$2\frac{1}{2}$ gal. water

Cook to 235 degrees. Add

12 lbs. corn syrup

Cook to 246 degrees. Pour onto Ball type beater that has been sprinkled with water. Sprinkle top of batch lightly with water. Cool to approximately 130 degrees. Start beater and add

6 lbs. egg frappe No. 5 (see remarks)

2 oz. vanilla flavor

4 lbs. medium coconut

Cream up and sweat down for about one hour. Hand roll while cream

is still slightly warm. Next day hand dip in dark chocolate.

WEIGHTS OF CENTERS, COATING

| Size of Egg | Center | Chocolate |
|-------------|--------------------|--------------------|
| 2 oz. | $1\frac{1}{2}$ oz. | $\frac{1}{2}$ oz. |
| 4 oz. | 3 oz. | 1 oz. |
| 8 oz. | $6\frac{1}{2}$ oz. | $1\frac{1}{2}$ oz. |
| 1 lb. | 13 oz. | 3 oz. |
| 2 lb. | 27 oz. | 5 oz. |
| 3 lb. | 40 oz. | 8 oz. |
| 5 lb. | 70 oz. | 10 oz. |

REMARKS: These eggs were made for chain retail stores, rough dipped. Temperature of centers should be about 10 degrees lower than coating temperature if possible. Any eggs showing cracks the day after dipping, can be touched up with chocolate to cover cracks. Eggs of 1-, 2-, 3-, and 5-lb. size should have an extra bottom of chocolate (reaching about $\frac{1}{3}$ of the way up the egg) before being fully dipped. Note: Cooking temperature of 2-, 3-, and 5-lb. eggs may have to be raised 2 degrees.

FRAPPE: Use a good grade commercial frappe containing 5 lbs. egg albumen (dry basis) to 100 lbs. frappe.

1c HAND ROLLED COCONUT EGG NO. 1

FIRE OR VACUUM COOKED

100 lbs. sugar

$4\frac{1}{2}$ gal. water

Cook to 235 degrees. Add

20 lbs. corn syrup

3 lbs. invert sugar

Cook to 238 degrees (open fire 248).

Close vacuum kettle and draw 15 inches vacuum. From here on vacuum for 5 minutes. (When using Simplex Vacuum Cooker Model D-7 with high dome that will develop 29 inches or more of vacuum, cook to 234 degrees. Vacuum six to eight minutes or more cooling the batch to 100°-110° F). Pour onto Ball type beater. Start beater and add

15 lbs. hand roll type frappe (see remarks)

5 lbs. invert sugar

1 oz. invertase

Imitation vanilla to suit

When batch starts to cream up, add

14 lbs. medium coconut

Cool fondant completely and run on Cutrol center machine. Centers can be run into wax paper lined trays that have been dusted with flour (do not use starch) or run onto trays lined with oil cloth. Machine dip in dark chocolate. Rough top.

REMARKS: This formula produces an egg with a solid texture and good

eating quality. Will stand rough handling.

FRAPPE: Use a frappe made especially for hand rolled creams containing at least 3 lbs. egg albumen (dry basis) and 9% invert sugar to each 100 lbs. frappe.

5c HAND ROLL FRUIT AND NUT EGG NO. 2

FONDANT:

100 lbs. standard granulated sugar

$4\frac{1}{2}$ gal. water

Bring to boil and add

5 lbs. corn syrup

10 lbs. invert sugar

(Vacuum cook to 241 degrees. Fire cook to 251 degrees).

Close vacuum kettle and draw 15 inches vacuum. From here on, vacuum for 5 minutes. (When using Simplex Vacuum Cooker. Model D-7 with high dome that will develop 29 inches or more of vacuum, cook to 237 degrees. Vacuum six to eight minutes or more cooling the batch to 100°-110° F.)

Pour onto beater that has been spread with

5 lbs. invert sugar

Start beater and add

15 lbs. hand roll type frappe (see Remarks)

2 oz. invertase

1 oz. acid solution ($\frac{1}{2}$ oz. tartaric acid; $\frac{1}{2}$ oz. water)

When batch starts to cream up, add

6 lbs. chopped assorted nuts

11 lbs. chopped assorted fruits

Flavor to suit requirements

Cool fondant and run on Cutrol machine. Centers can be run into wax paper lined trays that have been dusted with flour (do not use starch) or run onto trays lined with oil cloth.

REMARKS: This formula produces a very fine grade egg with a tender texture. Machine dip in dark chocolate. Hand rough tops.

FRAPPE: Use a irappe made especially for hand rolled creams containing at least 3 lbs. egg albumen (dry basis) and 9% invert sugar to each 100 lbs. frappe.

FANCY DECORATED DOUBLE CAST EGG NO. 1

COCONUT, FRUIT, AND NUT—

$\frac{1}{2}$ LB. TO 5 LB. SIZES

Part 1

FONDANT PROPORTIONS:

85 lbs. sugar

15 lbs. corn syrup

$\frac{3}{4}$ oz. cream of tartar

(Please turn to page 57)

An Economist Tells the American Marketing Ass'n in Chicago:

What's Ahead for Business in '48

by SUMNER H. SLICHTER

Harvard University

I.

IS A RECESSION in business imminent? Seventy-five out of 100 economists recently polled by the F. W. Dodge Corporation believe that it is. February and March, 1948, were most frequently mentioned as the beginning of the recession. Forty-one of these economists believe that the recession will be "mild"; 19, "moderately serious"; and 11, "serious". Four did not say.

For over two years—ever since the transition from war production to civilian production in the fall of 1945—business has been expanding. The expansion has taken the form of a rise in prices more than a gain in production, but both have increased. The index of industrial production has risen from about 162 in October, 1945, to 192 in October, 1947, but wholesale prices have increased about 50 per cent and the cost of living 25 per cent.

Two years is not a long period for business to expand without recession, but the price level usually does not rise as much as 50 per cent without the development of maladjustments which halt the advance. Hence it is time to be on the alert for signs of a downturn. Let us begin the analysis of the state of business by attempting to build up the strongest possible case for an early recession and see how convincing it is.

II.

The principal conditions which might bring about a recession in 1948 are:

1.—The output of goods will increase as bottlenecks are gradually overcome. Industry has had a difficult time increasing output. For nearly a year during the latter part of 1946 and the first eight months of 1947, the index of industrial production remained at about 185. Significant and encouraging has been the rise to 190 in September and to 192 in October. This jump indicates that bottlenecks at last are being overcome and that industry may soon obtain a return on its huge expenditures of the last year for new equipment.

Scarcity of steel and other materials will still limit output, but it is reasonable to expect the index of industrial production soon to be somewhere between 195 and 200. The increase in output could bring about a spotty weakness in prices which, in turn, might cause some liquidation of inventories and some postponement of commitments until price adjustments had occurred. Thus the rise in production could easily halt itself and, in conjunction with other conditions, bring about a downturn in output.

2.—The shortages of the past year have driven many prices to levels from which a drop may easily start. This is particularly true of cereal prices. Western Europe suffered a combination of unfavorable conditions which is not likely to be repeated in its entirety—an exceptionally severe Winter followed by a serious drought. In France, cereal output in 1947 was scarcely half of normal. Substantially more wheat will be available from

the Argentine and Australia this Winter and Spring than a year ago. Winter wheat acreage in the United States is up, and the crop has made a good start. Indeed, the December crop report forecasts one of the largest Winter wheat crops in history. The livestock population of the United States is being reduced. If cereal supplies rise, cereal prices may drop substantially. Such a drop might be contagious and induce a considerable postponement of commitments.

Food prices as a whole are particularly vulnerable to contraction because the country is spending a much larger fraction of its income after taxes on food and drink than it did before the war—about 30 per cent now as compared with 25 per cent. As other goods become available, the proportion of incomes spent on food will drop.

3.—The federal budget is running a large cash surplus. Indeed, unless there is a recession before the end of the fiscal year or unless taxes are reduced, the cash surplus will be \$7 billion or more. It will be running an even higher annual rate during the first quarter of 1948. Such a large surplus can be a very depressing influence.

4.—Inventory accumulation, which has been going on at a moderate rate, (perhaps \$2 billion a year), may cease. Substantial additions to inventories will not be needed, even though there is some additional rise in production before a recession starts. Some astute business men believe that the accumulation of inventories has already gone farther than producers are willing to admit.

5.—The net volume of exports, which will be about \$9 billion in 1947, will probably drop. The decrease may be as high as \$3 billion. This will occur even though substantial aid is given under the Marshall Plan. Such aid will in large part merely replace the exhausted foreign exchange of some countries. Imports are running above the corresponding months of 1946 and, as productive capacity throughout the world is restored, sales of goods to the United States will continue to increase.

6.—Not much further expansion of expenditures by business concerns on plant and equipment is likely in the near future. Construction costs are so high that enterprises spend on only the most urgent projects. Dividend increases are reducing corporate savings. Conditions in the money market are not favorable to floating new issues, particularly empty issues, and the banks are showing signs of caution in making term loans. Despite the expansion of commercial loans the holdings of cash and demand deposits of business concerns appear to be decreasing.

7.—A third round of wage increases is certain. If inflationary tendencies are weakening, as the above analysis suggests, business concerns will have difficulty in passing on the third round of wage increases, which will then encroach seriously upon profits and will be deflationary.

To all these specific reasons for expecting a recession should be added the important point that the economy is undoubtedly more vulnerable to unfavorable

developments than it was a year ago. For example, part of the accumulated need for goods has been met, inventories have been built up in relation to sales, there has been a considerable increase in short-term debt (though the amount is still small in relation to income), and there has been a rise of prices relative to holdings of money and other liquid assets.

III.

The foregoing is the best case for an early recession which I have been able to construct. Perhaps the reader can add to it. In some respects my presentation overstates the case for recession. For example, a budget surplus need not be seriously deflationary or even deflationary at all. It depends on how the surplus is used. If the government uses the surplus to retire securities held by the general public, the surplus will help corporations float new issues. If the surplus is used to retire issues held by the commercial banks, it will enlarge bank reserves and stimulate the expansion of bank credit—possibly to a dangerous degree. An increase in production, as I shall point out presently, may be inflationary rather than deflationary depending upon how the increase is financed. A third round of wage increases can be important as a *secondary* cause for deflation, but hardly as a *primary* cause. So long as independent influences are making for inflation, wage increases are likely to be inflationary rather than deflationary.

Let us look at the reasons for expecting a continuation of inflationary pressures. *They make a far stronger case, in my judgement, than the reasons for expecting an early recession.*

1.—Congress seems determined to reduce taxes—possibly by as much as \$3 billion a year or more. This will increase the demand for consumer goods and capital goods, but especially consumer goods. Only a deadlock between Democrats and Republicans in Congress over how taxes shall be cut can prevent a tax reduction.

2.—Corporations are increasing dividends thus reducing corporate savings and raising consumer income. Corporate savings have been an important restraint on inflation during the last year.

3.—About one-fifth of the gross national product in 1947—about \$48 billion—consisted of durable consumer goods, residential construction, durable producers goods, and business construction. The gradual elimination of bottlenecks will make possible some increase in the output of these goods. The purchase of all of these types of goods is financed in considerable measure by either the expansion of bank credit or the activation of idle bank balances. Hence a rise in the output of durable consumer goods, housing, and industrial construction and equipment will be inflationary, not deflationary.

4.—The Treasury regards the maintenance of low interest rates as more important than the prevention of inflation. The policy of the Federal Reserve System will continue to be dominated by the Treasury. Hence the government will continue to encourage the expansion of bank credit by supporting the prices of government bonds and artificially breaking down interest rates.

5.—There will be a third round of wage increases probably averaging from 8 cents to 12 cents an hour. Under the prevailing conditions these increases will be inflationary not deflationary. They will not reduce employment except in a few marginal firms. They will raise payrolls, and thus raise the demand for consumer goods.

6.—The huge pent-up demand for consumer goods and the present stiff income tax rates have drastically

weakened, for the time being at least, the incentive to save among the middle and upper income groups. These groups do nearly all of the personal saving in the community, but under present tax rates they are able to obtain only a meager return on their investments. The weak disposition to save is indicated by the fact that a rise of \$18.3 billion in personal incomes after taxes between the third quarter of 1946 and the third quarter of 1947 produced *no* increase in personal saving. On the contrary, there was a small *drop* in saving. *All* of the increase in income and more went into expenditures for consumer goods.

The needs of industry for capital are large and urgent. The small volume of individual savings means that this need must be financed in large part by plowing back earnings. Corporations are reducing their savings by increasing dividends. Hence, one must expect industry to meet much of its need for capital by borrowing from banks. The Federal Reserve System is encouraging the banks to expand their loans by supporting the price of government bonds. Can one imagine a more perfect combination of circumstances for producing an expansion of credit and a rise in prices: huge needs for capital, strong reluctance of individuals to save, and stubborn adherence by the government to the policy of supporting the government bond market and encouraging the expansion of bank credit?

7.—Pent-up demand for consumer goods is far from having been met. Furthermore, at present high levels of real income, people desire more goods and better goods than was their previous custom. Particularly important in affecting the demand for goods is the increase in the number of workers per family. Families have increased by 4 million since 1940, the number of persons at work by about 10 million. Far more families than ever before have more than one income earner. The country would undoubtedly be willing at present prices and incomes to own and operate 5 million more automobiles than it has today, and it would be willing to pay for far more and better housing than it possesses. Relatively little has been done to adjust the quantity and quality of housing to the 33 per cent rise in real per capita income after taxes which has occurred since 1940. Indeed, far more families are living doubled up today than in 1940.

If consumer indebtedness were high in relation to consumer incomes, one might expect the huge needs for consumer goods to be translated into demand only as fast as people acquired incomes. Consumer indebtedness, however, is low in relation to incomes. Consequently, one must expect that consumers will insist on spending money faster than they receive it and the volume of customer expenditures will continue to be increased by a rise in consumer indebtedness. Many manufacturers, merchants, and banks are doing their best to encourage consumers to spend beyond their incomes and to go deeper into debt.

8.—Local and state expenditures are rising faster than revenues and are being financed to some extent by the sale of securities to commercial banks. During one year ending June, 1947, state and local indebtedness increased by about \$900 million. During 1948 the increase in state and local indebtedness will grow faster than in 1947.

IV.

Is anything likely to be done either by government or business to control inflation during the next year? The answer to this question is "not much".



Candy PACKAGING

SUPPLIES • SALES AIDS • MERCHANDISING

THIS SECTION APPEARS MONTHLY IN THE MANUFACTURING CONFECTIONER

Reducing Freight Damage Losses

Shipping Container Institute Study Indicates Most Causes of Damage to Freight are Easily Preventable. Shippers, Not Carriers, Held Responsible for Most Damage.

EARLY RESULTS of the Shipping Container Institute's study, extending over 13 months and based on an investigation of the life cycle of more than 700,000 fiber shipping containers, indicate that shippers and their personnel are responsible for a major share of shipping damage. The study also indicates that an important share of the damage done is the responsibility of the carriers.

Findings of the Institute show that faulty, careless loading practices are a main cause of damage. The most critical hazards appear to be rough handling during loading, which is especially dangerous to fragile products such as candy; excessive slack in the car due to failure to load tightly; weak or inadequate bracing; and nails, wires, straps, and boards left in the car from previous use and not removed before loading. All of these potential causes of damage, the Institute says, are under control of the shipper.

Damage for which carriers are held responsible is found to be caused primarily by rough handling, leaky freight-cars, broken floors, broken floor racks, and broken car walls. The importance of the carrier supplying freight cars which are in good condition is emphasized by the Institute's findings. These findings indicate that most of the damage done to freight occurs in cars in bad condition and that the least damage occurs in cars in good condition.

According to authorities, most all damage in carload shipments, whether the fault of the shipper or the carrier, is the result of lading shifting in the freight car. Shifting is caused by allowing unoccupied space to exist in the car. This unoccupied space is either the result of the lading, or the lading and supplementary blocking, in the car not fully occupying the entire floor area or else the lading compressing in transit by normal or exceptional impacts.

As an indication of the efforts being made by the railroads to assist shippers in solving their loading problems, the Union Pacific Railroad Co. has recently issued

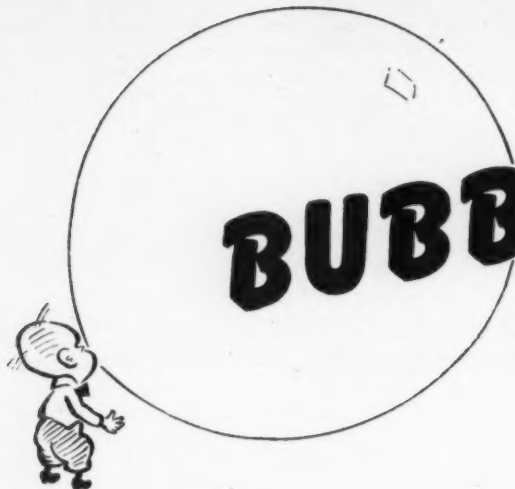
a statement calling attention to the bulkheads which were adopted as regular equipment at Union Pacific freight houses and transfer platforms and which, since their adoption, have cut down damage due to faulty loading.

Two standard car-width bulkheads are in use, one six feet and the other eight feet in height. They are constructed of one-by-six-inch rough fir planks securely fastened together with nails, which are carefully clinched to insure strength as well as a smooth surface. Held in place by steel straps, which are anchored to metal plates on the side walls of the cars, the bulkheads serve to keep freight in place and to prevent shifting or falling of packages.

As further protection for freight, segregation gates, similar to bulkheads but smaller, are used to segregate and protect fragile packages and other freight susceptible to damage from heavier cartons. Segregation gates are also used as dividers between layers or tiers of freight or between different portions of the load so as to distribute better the overhead weight.

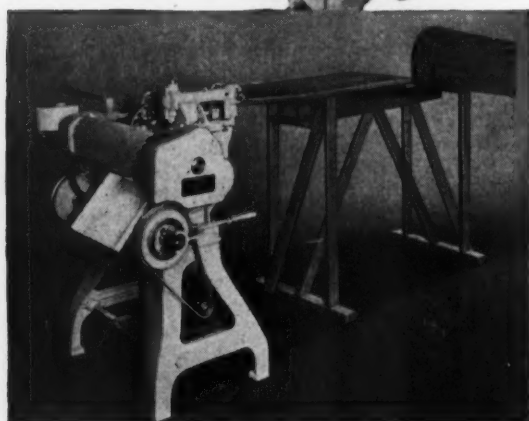
To illustrate the value of bulkheads and segregation gates, O. J. Wullstein, general freight claim agent for Union Pacific, cites as an example a carload of merchandise, with one half of the load protected by bulkheads, which was derailed recently in Kansas. The car rolled over three times and came to rest right side up. After the car was rerailed and moved into Kansas City, it was found that the freight in that end of the car protected by bulkheads was free of damage. Mr. Wullstein, however, stresses the point that bulkheading alone would not have saved this shipment from damage in the absence of good containers.

"We on the Union Pacific are firmly convinced of the value of bulkheads and segregation gates," Mr. Wullstein declares. "Union Pacific pioneered their use in the West and currently is a leader in advocating their adoption on a national basis. The universal use of such safeguards would be a big step toward reducing the annual \$100,000,000 rail freight loss and damage bill that is



BUBBLE GUM, SALT WATER TAFFY, KISSES

wrapped on the cost-cutting Improved Model K



For a low-price, quick-turnover item such as bubble gum, high-speed, low-cost wrapping is an absolute must—if profit margins are to be maintained. With this fact in mind, bubble gum manufacturers put their problem up to "PACKAGE".

The answer was the versatile Model K. Long a favorite with makers of kisses and salt water taffy, this machine sizes, cuts, and wraps 175 pieces per minute.

Moreover, a recent mechanical improvement now reduces the required paper cut-off to $4\frac{1}{4}$ " instead of the conventional 5". In fact, the Model K can be regulated to operate with a minimum cut-off of as little as $3\frac{1}{4}$ ". This means a saving of from 15% to 35% on material costs.

Uniformly-attractive, tight wraps are assured by a new type twisting mechanism which fashions an eye-catching fantail.

Only one operator is necessary to supervise the Model K. The candy or gum is fed to the machine from a table which is standard equipment.

The machine can be built to produce a piece of any given size within a range of 50 to 90 pieces to the pound. And, if desired, it can be made to fashion square pieces rather than the regular kiss shape.

Why not get the complete facts about the fast, economical Model K from our nearest office today?

PACKAGE MACHINERY COMPANY
Springfield 7, Massachusetts

| | | | | |
|-------------|---------------|-----------|---------|--------|
| NEW YORK | CHICAGO | CLEVELAND | ATLANTA | DENVER |
| LOS ANGELES | SAN FRANCISCO | SEATTLE | TORONTO | |

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

working to the detriment of everyone in these days of peak prices and scarcities."

Loading Containers

Another way in which shippers can help prevent damage when they are loading cars themselves is pointed out by A. P. Kivlin, assistant superintendent, Freight Claim Prevention, for the New York, New Haven & Hartford Railroad Co.

Until very recently, Mr. Kivlin says, it was general practice and was recommended by authorities that fiber-board containers be loaded lengthwise in the freightcar. This practice is now thought to be conducive to damage. When containers are loaded lengthwise in the car the long sides of the containers do not have the strength to resist compression that the shorter ends have if the containers are loaded crosswise. This is a simple mechanical principle which carloading authorities have overlooked, Mr. Kivlin claims, as a long column has a greater tendency to bow or flex out of alignment than a shorter column of the same cross sectional area. This bowing or flexing causes an excessive amount of slack to be created lengthwise in the car and also causes the sides of the containers to become creased and permits damaging forces to be transmitted directly to the contents of the container. Another point that Mr. Kivlin makes is that, when containers are loaded lengthwise in the car, the inner flaps serve no useful purpose for reinforcing the compression of the containers, whereas if the containers are loaded crosswise in the car these inner flaps immediately come into compression and resist the forces which would tend to buckle or crush the containers.

Mr. Kivlin also recommends the use of bulkheads. "In loading and bracing miscellaneous types of freight," he says, "the only effective way of properly loading this freight to prevent damage is, whenever possible, to segregate the different types of articles comprising the freight and loading and bracing each of these articles in the same manner as if an entire carload shipment was being loaded and braced. Then brace this portion of the load by a bulkhead and proceed in a similar manner to load other groups so that there will be no possibility of preventing an orderly load which can be maintained in position by a properly designed bulkhead."

Checking Containers

Another step which can be taken by shippers to protect merchandise shipped in containers is suggested in a statement made by W. B. Lincoln, Jr., Technical Manager, Inland Container Corp., at the Packaging Conference of the American Management Association. "According to the railroads own statements," Mr. Lincoln points out, "95 per cent of the claims (for damaged goods) are filed by the consignees. In most cases the shipper is blissfully ignorant of the damage claims filed. This leads to a false sense of security on the part of the shipper and eventually may give him the idea that he may be over-packing with the result that he may specify containers of lower strength values and lesser cost where the opposite action would be indicated if all of the facts were known." Mr. Lincoln then goes on to say that in his opinion the railroads should set up a claim procedure which would assure shippers of receiving full information regarding all claims on their shipments. Whether or not such a procedure such as Mr. Lincoln suggests is set up by the railroads, the alert shipper, who is concerned about the condition in which his shipments reach their destination, will realize that he should have some method of periodically checking this matter.

Certainly any shipper who spends money to package his merchandise for shipment should know in what condition the merchandise arrives at its destination and, if there is damage, he should know if the damage could have been prevented by his shipping procedure or materials.

Assign Responsibility

A final tip to shippers for the improvement of their shipping methods is given by John Mount, of the Insurance Company of North America. "Assign the responsibility for proper packing methods and materials," Mr. Mount says, "to one person in your organization who knows enough about the products to be shipped to be familiar with the susceptibilities or possibilities of damage in transit. This person should be or should become well versed in the application of packing techniques and be familiar with the transportation hazards involved, depending upon where the shipments originate and where they are consigned. The person so designated should then utilize the services of his insurance carrier, his transportation carrier and the technical knowledge of the superior of his packing materials for they can give him no end of assistance in determining his packing techniques. Of particular importance is the assistance that the supplier of packing materials can render."

Damage by Carriers

Damage to freight for which carriers are responsible, the Institute study points out, seems to be caused primarily by freight cars which are in bad condition. The only answer to this hazard in most cases is the replacement of the many freight cars which were worn out but could not be replaced during the war years. To do this, and still maintain enough cars to handle the heavy freight shipments of today, is one of the railroads major problems.

The American Railway Car Institute recently announced that in December, 1947, freight car production for American railroads reached 9,803 cars, more than triple the number produced in January, 1947. During the entire year, 68,487 new cars were added to American railroads in spite of an abnormally large number of cars exported in 1947. Despite the fact that export of freight cars is expected to be comparatively light in 1948, the problem of replacing cars is far from solved because it has been estimated that in the past year 70,000 cars were taken out of service. In other words, more cars in 1947 had to be retired from service than car builders could replace.

Shipping Container Institute

Although reduction in freight damage will come mainly through action by the carriers and shippers themselves, fiber box manufacturers believe that they will be able to contribute to the reduction of damage through scientific advances in fiber board and box construction. As a result, they established the Shipping Container Institute and sponsored its study of the life-cycle of shipping containers. As part of the Institute's program, studies are being carried out by the impartial Institute of Paper Chemistry in Appleton, Wisconsin, testing different fiber box materials and constructions. The recently completed Container Section of the Institute of Paper Chemistry possesses excellent facilities and personnel for conducting this work in a \$150,000 laboratory.

Some of the early results of this over-all study being conducted by the Shipping Container Institute have been given in this article. Further, and more specific, data will be published when the study has been completed.

CANDY PACKAGING CLINIC

AS AN EXCLUSIVE SERVICE to the confectionery industry, the Candy Packaging Clinic of THE MANUFACTURING CONFECTIONER each quarter studies and analyzes packages and wrappers of candy manufacturers. The findings by the Clinic's impartial board, as reported below, are made without charge. Firm's are invited to send in packages.

CODE PK2A48 Assorted Chocolates

Description of Package: Blue sleeve and slide, flat, one-layer, chipboard. Inner slide has rigid acetate lift-off cover, single extension edges, and lift-out tray. Package tied with blue silk tasseled cord. Purchased in a candy shop in a Chicago railroad station. Gross weight: 1½ pounds. Price: \$3.50.

Size and Shape: Rectangular: 10 x 8 x 1½".

Materials: Blue-topped chipboard simulating leather in appearance. Cover for inner slide is transparent rigid acetate and is designed to fit snugly over sides and top of single extension edges. Slide is flint-coated paper covered board. Tray is gold foil covered on outside and sides, blue flint-coated paper covered on inside bottom.

Design: White olive branch and name of candy on main panel. Similar design, raised, appears in gold on main panel of rigid acetate cover. Side panels depict lines showing interlocking rectangles in white. Inner slide has same motif in gold.

Colors: White on blue for sleeve. Gold on blue for inner slide.

Lettering: Mainly script. Especially attractive.

Originality: Excellent.

Class of Trade: Department store and candy shop.

Appearance of Box on Opening: Very attractive.

Box Findings: Brown wax paper cups. Six blue flint-coated paper covered dividers. Two pieces gold foil wrapped. Attractive 12-page booklet describing candies of firm and this selection.

Sales Appeal: Excellent.

Display Value: Excellent.

Remarks: This is an especially attractive package, particularly when displayed without sleeve. Box-fitting rigid acetate cover for inner slide enhances sales appeal and display value of package and also dramatizes attractive, tasty appearance of candies. Booklet inclosed is attractively printed and designed. It also carries an excellent institutional message for the firm. This is one of the

most attractive packages ever studied by the clinic. Suggest net weight and ingredients listing be included, as these are omitted on package. Because of its excellent construction, design, and materials, this package is selected by the clinic for the cover photo of this month's issue of THE MANUFACTURING CONFECTIONER.

CODE PK2B48 Chocolate Covered Cherries

Description of Package: White, flat, full telescope, one-layer, paper covered chipboard. Cellophane wrapped. One-half pound, 75 cents, purchased in a candy shop in a Chicago railroad station.

Size and Shape: Rectangular: 8 x 4½ x 1½".

Materials: Paper covered chipboard. Cellophane.

Design: Cherry cluster and blossoms centered on main panel. Firm logo-type in upper right corner. Identification of candy in script across main panel below cherry cluster. Firm trademarks in outlined squares lightly imprinted on main panel and sides.

Colors: Red, yellow, green, pink on white.

Typography: Good.

Originality: Very good. Design avoids stereotyped motif, presents fresh appearing package.

Class of Trade: Department store and candy shop.

Appearance of Box on Opening: Good.

Box Findings: Embossed cotton on glassine wadding. Egg crate dividers. Brown wax paper cups.

Sales Appeal: Good.

Display Value: Good.

Remarks: Package is decidedly attractive. Careful selection of colors and interesting design make for a taste-appealing package.

CODE PK2C48 Assorted Chocolates

Description of Package: Pastel pink on white, flat, full telescope, padded top, one-layer, double extension edges, chipboard. One pound, \$2, purchased in a Chicago railroad station candy shop.

Size and Shape: Rectangular: 10¾ x 7 x 1½".

Materials: Chipboard covered with calendered paper simulating linen. Lift-out tray of chipboard is wrapped in cellophane, which is cellophane tape sealed.

Design: Name of candy and firm in blue script centered on main panel. Floral and lace filigree border. Simulated printed ribbon in pastel blue on side panels. Bottom part of box has firm's slogan in white script on side panels. Strips with embossed lacy filigree glued to inside panels and fold toward center to serve as border for lift-out tray. Paper simulated ribbon bisects top of bottom part horizontally.

Colors: Pink, blue, yellow, and green on white.

Lettering: Good.

Originality: Good.

Class of Trade: Department store and candy shop.

Appearance of Box on Opening: Good.

Box Findings: Brown wax paper cups. Two dividers covered with pink calendered paper. Three pieces gold foil wrapped.

Sales Appeal: Good.

Display Value: Good.

Remarks: An attractive package that should do a good display and sales value job.

CODE PK2M48 Chocolate Almond Bar

Description of Wrapper: Gold foil backed glassine. Bar is 1½ ounce net weight; 5 cents; purchased at a Chicago drug store candy stand.

Design: Name of firm and candy in silver and white on brown doily in center of main panel. Name of candy also in silver and white on brown strips on sides. Identification data in brown on sides. Entire wrapper has imprinted doily finely imprinted.

Colors: Silver and white and brown on gold.

Typography: Good.

Originality: Good.

Class of Trade: Drug store, candy stand.

Appearance of Bar on Opening: Good.

TODAY AND TOMORROW —
Modern Merchandising
 calls for

*Gaylord
Boxes*

**Corrugated and Solid Fibre
Boxes**

Folding Cartons

**Kraft Grocery Bags
and Sacks**

Kraft Paper and Specialties

*Standard of
the Packaging
Industry*

THERE'S a new and faster tempo in today's merchandising, and as a result the alert manufacturer is devoting more and more attention to better packaging.

The safe delivery of your product, whether by rail, truck or air, calls for greater protection. And the greater selectivity of buyers calls for containers that offer greater sales appeal through better printing and perfect color harmony.

It will pay you to join the many leaders of industry who have discovered that it is profitable to insist on "packages by Gaylord."

GAYLORD CONTAINER CORPORATION

General Offices: SAINT LOUIS

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City
 Seattle • Indianapolis • Houston • Los Angeles • Oakland • Minneapolis • Detroit
 Jacksonville • Columbus • Fort Worth • Tampa • Cincinnati • Dallas • Des Moines
 Oklahoma City • Greenville • Portland • St. Louis • San Antonio • Memphis
 Kansas City • Bogalusa • Milwaukee • Chattanooga • Weslaco • New Haven
 Appleton • Hickory • Greensboro • Sumter

134



Findings: Board reinforcement and glassine liner.

Sales Appeal: Good.

Display Value: Good.

Remarks: A pleasing design which, on foil, adds much attractiveness to appearance of this bar.

CODE PK2D48

Pecan and Almond Pieces

Description of Package: Pink and gold, flat, full telescope, padded top, one-layer, chipboard. One pound, \$1.75, purchased in a Chicago department store.

Size and Shape: Rectangular: $11\frac{1}{2} \times 6\frac{3}{4} \times 1\frac{1}{8}$.

Materials: Chipboard covered with flint-coated paper on main panel and gold foil on sides.

Design: Firm name in raised gold script runs diagonally across upper left corner of main panel; distorted ellipse in gold contains assortment names in gold at lower left. Ribbon and bow pasted vertically across right end. Identification printed on one side of gold side panels. Firm's selling message in gold on bottom panel which is gold bordered.

Colors: Gold on pink.

Typography: Good.

Originality: Good.

Class of Trade: Department store and candy shop.

Appearance of Box on Opening: Good.

Box Findings: White wax paper cups. Pieces individually wrapped in foil. Five vertical columns contain foil-wrapped pieces as follows: (1) three pink and two blue, (2) five gold, (3) three blue and two pink, (4) five gold, (5) three blue and two pink. Wrap around wax paper liner.

Sales Appeal: Very good.

Display Value: Very good.

Remarks: An extremely attractive package of simple but rich design. Pink and gold combination is well chosen for eye-appeal.

CODE PK2H48

Chocolate Mints

Description of Package: Hexagonal, upright, silver and green, tuck in top and bottom sealed with cellophane tape. Cellophane window on main panel. One pound, 95 cents, purchased in a Chicago drug store.

Size and Shape: Hexagonal; Approximately $7\frac{7}{8}$ " high by $2\frac{1}{2}$ " in diameter.

Materials: Paper packed foil on chipboard. Cellophane.

Design: Cellophane window on main panel with firm name and candy name above and below, respectively. Contrasting green and silver foil panels. Identification data in brown and green type at bottom of panels.

Colors: Green, white, brown, silver.

Typography: Good.

FLAT-FLEX WIRE BELTING

Eases conveying 5 ways

EASY TO:

INSTALL
DRIVE
GUIDE
CLEAN
REPAIR

Flat-Flex Wire Belting lies perfectly flat and true. So flexible, it travels around a one-eighth inch diameter to ease transfer of small objects. Can be repaired, lengthened or shortened at any point merely by removing or adding individual strands or sections. Made in stainless steel or plated types in all standard widths and meshes to fit Greer Coaters, National Enrobers and all other standard topping machines, bottomers, oil spraying machines, etc. Send for literature.



If YOU SHIP by RAIL--- YOU'LL WANT THESE RATES

Here's what Metropolitan Pool Car Service can offer less-carload shippers today:

- ✓ Lower rates and freight charges on less-carload shipments.
- ✓ Less handling—more protection against damage and pilferage.
- ✓ Faster transit time.
- ✓ Introduction to new markets.

Metropolitan Pool Cars are now shipping less-carload lots to 35 key U.S. cities for distribution to surrounding areas. With railroad rates on the increase, many of our largest confectionery buyers and manufacturers are availing themselves of this service.

To investigate your own immediate advantages with Pool Car Service, write or telephone for rates and full cost-saving information today.

METROPOLITAN POOL CAR ASSOCIATES

Pier 8, North River New York 6, N. Y.

l.
s.
l.
l-
e
)
e
c.

e
n.
ll

l,
p
e
n
r-

i-
r.
o-

n
y
y.
il
n
s.

TR
RE
AI



TRUE NATURAL COLORS..TRUE DEPTH AND TONE..
REPRODUCED PERFECTLY ON CANS BY HEEKIN
ARTIST LITHOGRAPHERS..

Fragile and Delicate OR
STRONG AND DYNAMIC..



Heekin Cans are famous for their strong, long-life colors . . . lithographed perfectly on metal containers. Heekin Lithographed Metal Containers are available in unlimited quantities in any combination of colors. Standard sized and shaped cans are available with your design lithographed on them . . . but we will help you design a distinctive personal type of can if your product warrants it. We will gladly work with you.

HEEKIN CANS

WITH HARMONIZED COLORS

THE HEEKIN CAN CO. CINCINNATI 2, OHIO
EXPERT LITHOGRAPHERS OF METAL CANS SINCE 1901

Originality: Good.

Class of Trade: Department and drug store.

Appearance of Box on Opening: Good.

Box Findings: None.

Sales Appeal: Good.

Display Value: Good.

Remarks: This is an attractive package. Cellophane window should be stronger, however, as many in display have been broken and strips of cellophane tape used to patch them. In addition to inconvenience caused purchasers, broken windows (with and without tapes) detract from appearance of package.

CODE PK2E48

Almond Nougat Pieces

Description of Package: Stand-up, ivory, partial telescope, chipboard. Cellophane wrapped. One-half pound, 85 cents, purchased in a Chicago department store.

Size and Shape: Rectangular: $7\frac{3}{8}$ " high x $2\frac{1}{2}$ " square.

Materials: Chipboard covered with soft-finished paper. Cellophane.

Design: Candy name in modern script runs diagonally across two main panels in brown. Further identification of candy in brown type at lower left corner on main panels. Name of firm in gold type scattered in wavy line across main panel. Top and bottom are contrasting brown.

Colors: Brown and gold on neutral grey.

Typography: Good.

Originality: Good.

Class of Trade: Candy shop, department store, drug store.

Appearance of Box on Opening: Good.

Box Findings: Pieces individually twist-wrapped in cellophane. Box is reinforced with paper tape at joining seam.

Sales Appeal: Fair.

Display Value: Fair.

Remarks: Design is a bit scattered and colors do not contrast well enough for easy legibility. Package appears a bit individual in that it does not automatically indicate to buyers that contents are candy. Suggest, also, that a transparent cellophane window be used on main panel to indicate contents.

CODE PK2F48

Cream Peppermints

Description of Package: White, flat, full telescope, one-layer, flint-coated paper covered chipboard. Cellophane wrapped. Half-pound, 50 cents, purchased in a candy shop in a Chicago railroad station.

Size and Shape: Rectangular: $4\frac{3}{8}$ x $3\frac{1}{2}$ x $1\frac{1}{4}$ ".

Materials: Chipboard covered with flint-coated paper. Cellophane.

Design: Firm name and candy name in green across center of main panel. Contents and ingredients start at lower left corner in green. Tied diagonally with green ribbon at

corners. Gold foil covered seals used at ends to seal cellophane wrapper.

Colors: Green on white.

Typography: Good.

Originality: Good.

Class of Trade: Candy shop, department store, drug store.

Appearance of Box on Opening: Good.

Use of pastel green dividers gives pleasing contrast effect with white cream peppermints.

Box Findings: Glassine liner. Three green topped dividers running vertically across package. Embossed cotton on glassine wadding.

Sales Appeal: Good.

Display Value: Good.

Remarks: A pleasing package that gives a decidedly wholesome appearance to its contents.

CODE PK2G48

Chocolate Covered Mints

Description of Package: Green foil covered, flat, full telescope, one-layer, chipboard. Cellophane wrapped. One pound, \$1, purchased in a Chicago drug store.

Size and Shape: Rectangular: $7\frac{1}{2}$ x $5\frac{1}{2}$ x $1\frac{3}{16}$ ".

Materials: Chipboard covered with foil. Cellophane.

Design: Firm name in silver across top of main panel. Candy name in silver running diagonally from center. Rectangles of silver-green at top and one side of main panel. Similar design on side panels. Brown shield used as illumination for first letter of firm name.

Colors: Brown and silver on green.

Typography: Good.

Originality: Good.

Class of Trade: Department and drug store and candy shop.

Appearance of Box on Opening: Good.

Box Findings: Embossed paper wadding, glassine liner. Brown wax paper cups. Brown board dividers.

Sales Appeal: Good.

Display Value: Good.

Remarks: An attractive, eye-appealing package which pleasantly combines attention-value greens and silver and brown. The clinic considers this one of the best packages studied in this price level.

CODE PK2I48

Coffee Pieces Novelty

Description of Package: This is a large coffee cup and saucer designed to hold a half-pound of coffee candies. Cup and saucer are wrapped in cellophane, tied with ribbon. Purchased in a candy shop in a Chicago railroad station. Price: \$2.25.

Size and Shape: Cup and saucer. Cup is approximately $4\frac{1}{2}$ inches in diameter and $2\frac{1}{2}$ inches high.

Materials: China cup and saucer. Cellophane.

Design: Cup and saucer are tied with brown and gold ribbon to which pieces of coffee candies are tied.

Large bow at top of cup. Identification is paper label showing cup of coffee in green, firm and candy name in brown.

Colors: Identification label is green and brown on yellow.

Typography: Good.

Originality: Good.

Class of Trade: Department store and candy shop.

Appearance of Box on Opening: Good.

Box Findings: Escalloped lace doily fits across top of cup under cellophane wrapper. Pieces individually twist wrapped in cellophane. Wadding of paper protects top of saucer from bottom of cup and helps hold two items securely fastened.

Sales Appeal: Good.

Display Value: Good.

Remarks: This is a highly attractive novelty item and incorporates a natural tie-in of coffee candies and a cup and saucer. Considerable care is shown in attempts to protect cup and saucer and candy contents.

CODE PK2N48

Chocolate Covered Fudge Bar

Description of Wrapper: Glassine printed in brown and yellow. Bar purchased at a Chicago railroad station candy stand, 5 cents, weight not stated.

Design: Name of candy in white reverse on brown ellipse. Ellipse bordered in white and wavy yellow line. Firm logotype in white reverse on brown. Two yellow strips, one on each of sides, are imprinted with identification data in brown.

Colors: Brown, white, and yellow.

Typography: Good.

Originality: Good.

Class of Trade: Drug store, candy stand.

Appearance of Bar on Opening: Good.

Findings: Board reinforcement and glassine liner.

Sales Appeal: Good.

Display Value: Good.

Remarks: Color selection and design make this an eye-appealing wrapper.

CODE PK2J48

Orange Slices

Description of Package: Double cellophane bag, heat sealed at bottom; stapled paper closure at top. One pound, 39 cents, purchased in a candy shop in a Chicago railroad station.

Size and Shape: Oblong: Approximately $9\frac{1}{2}$ inches long.

Materials: Cellophane, paper.

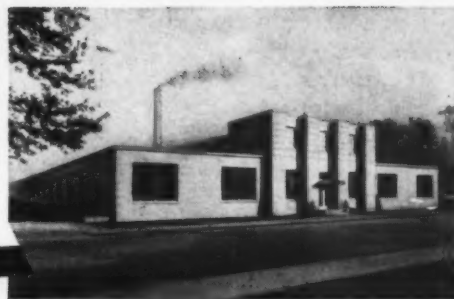
Design: Firm name, name of candy, and picture of woman in kitchen in white reverse on red. Connecting white lines. Identification data in red and white printing. Paper closure at top is red and black printing on white.

Colors: Red, white, and black.

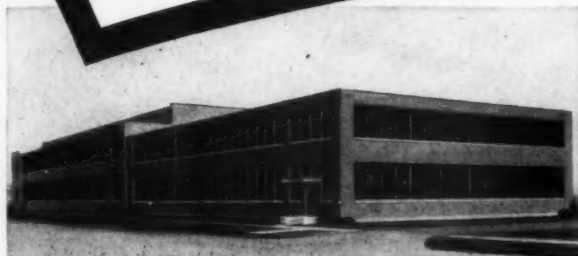
Typography: Good.

Originality: Good.

KNOW Wrap-o-matic WRAPPING MACHINES



MARION, INDIANA



TOLEDO, OHIO



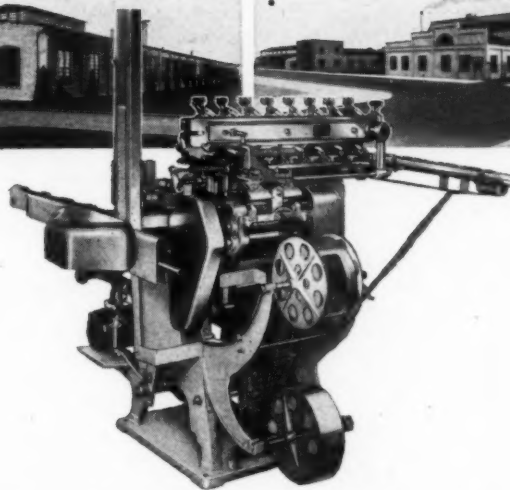
ANDERSON, INDIANA



DEFIANCE, OHIO



ANDERSON, INDIANA



These five modern plants, equipped with complete engineering departments and latest type production machines, comprise the manufacturing facilities of the Lynch Corporation, manufacturers of Wrap-O-Matic Wrapping Machines. Our many years of experience in the development and manufacture of precision machinery is transmitted into every Wrap-O-Matic Machine. For wrapping candy bars, biscuits, and cookies, Wrap-O-Matic is the most popular wrapping machine in the confectionery and bakery fields . . . high speed wrapping up to 120 units per minute at a savings up to 75% in wrapping labor and 35% in wrapping material. Know Wrap-O-Matic . . . send samples of your products and ask for illustrated literature.

LYNCH CORPORATION

Package Machinery Division

TOLEDO 1, OHIO U.S.A.

In addition to...
Circulars, Booklets, Labels,
Enclosures, Ad Reprints,
Sales Letters, Dealer Helps
We also do...
Commercial Printing
All Reasonably Priced
Small Runs or Large

KRIEGER PRINTING
COMPANY
128 Wooster St., N. Y. C. 12
CAne1 6-5751

CANDY TIED WITH
Ribbons
MEANS MORE SALES

Satin • Messaline
Patriotic and Novelty Ribbons
Rib-O-Nit
Ready-Made Bows • Rosettes

Largest Stock in the Middle West

R. C. TAFT CO.

429 W. RANDOLPH, CHICAGO 6, ILL.

Class of Trade: Drug store and candy shop.
Appearance of Box on Opening: Good.
Box Findings: None.
Sales Appeal: Good.
Display Value: Good.
Remarks: A well constructed, pleasing cellophane package. Displays contents well.

CODE PK2K48
Stick Candy

Description of Package: Cellophane wrapped about 10 sticks of hard striped candy arranged in two rows of five pieces each. Package is tied with red cellophane ribbon. Gross weight: approximately one-eighth of a pound. Purchased in a Chicago department store. Price: 15 cents.

Size and Shape: Rectangular: $3\frac{1}{2} \times 2\frac{1}{4} \times 1"$.

Materials: Cellophane, chipboard, paper.

Design: Paper label under cellophane contains name of candy and firm in red printing and is bordered in red. Border is square on outside, hexagonal on inside.

Colors: Red on white.

Typography: Fair.

Originality: Good.

Class of Trade: Drug and department store and candy shop.

Appearance of Box on Opening: Good.

Box Findings: Chipboard divider between two layers of sticks.
Sales Appeal: Good.
Display Value: Good.
Remarks: An attractive package for candy of this type. Use of red cellophane ribbon adds to eye appeal.

CODE PK2L48
Milk Chocolate Bar

Description of Wrapper: Gold foil backed glassine. Bar is one ounce net weight; 5 cents; purchased at a candy stand in a Chicago railroad station.

Design: Name of candy and firm in silver and white on brown stripes across main panel. Identification data on sides printed in brown. Single red stripe in center of main panel.

Colors: Silver, white, brown, red on gold.

Typography: Good.

Originality: Good.

Class of Trade: Drug store and candy stand.

Appearance of Bar on Opening: Good.

Findings: None.

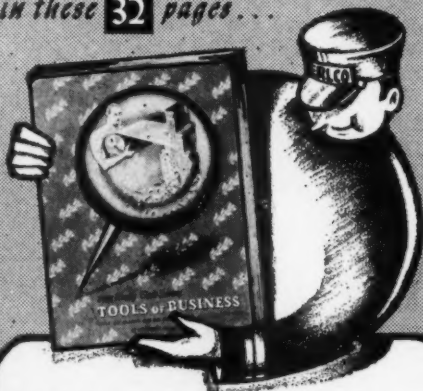
Sales Appeal: Good.

Display Value: Good.

Remarks: A simple design characterizes this wrapper, but it nonetheless gives the impression of a tasty confection together with a definite idea of richness of contents.

32 years of label experience

in these **32** pages...



Yours for the asking

A new slant! A new approach, featuring **TESTED** labels, compiled in one book from the records of the largest label manufacturer in the world, serving over 50,000 customers a year — for 32 years! Send for your **FREE** copy and see why Ever Ready is your logical label source.

EVER READY Label CORP.

141-155 East 25th Street - New York 10, N. Y.

IDEAL WRAPPING MACHINES
FAST-EFFICIENT RELIABLE

CANDY manufacturers both large and small prefer **IDEAL WRAPPING MACHINES** because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, **IDEAL** Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: **SENIOR MODEL** wraps 160 pieces per minute; the new **High Speed Special Model** wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS
AND PRICES

IDEAL WRAPPING MACHINE CO.

MIDDLETOWN, N. Y.

EST. 1906

U. S. A.

Riegel's SPECIAL NON-TRANSPARENT Diafane

a practical and economical material
for functional packaging of
widely different products

Drumhead heat-seal of special opaque Diafane, coated one side to seal to metal with a very short dwell. Used on a special machine designed by American Can Company for their own use.



Heat-seal carton overwrap of special opaque Diafane, coated two sides with thermoplastic lacquer, aniline printed.



Uses a laminated opaque Diafane, coated one side with special thermoplastic lacquer, heat-sealing. Rotogravure printed. Produced on an Ivers-Lee machine.



Inner package made on a Stokes & Smith Transwrap machine (fin-type), using two webs of special opaque Diafane, heat-seal coated one side.



Uses an opaque Diafane made with a special glassine base, heat-seal coated one side, aniline printed. Package made on a Pneumatic Scale Corp. machine (tea bag style).

tailor-made to your needs

Here are just a few of the strictly functional uses for Riegel's Non-Transparent Diafane... available either printed or plain in many standard grades... or tailor-made to your specifications.

Riegel
PAPER CORPORATION
342 MADISON AVENUE • NEW YORK 17, N. Y.

DETECTO SCALES

There's a precision-accurate Detecto Scale for your specific weighing and counting need. The Detecto helps increase production, yet assures you maximum accuracy by making slightest weight discrepancies immediately visible.

DETECTO-GRAM HIGH ACCURACY SCALE

Another Detecto-Gram Scale for your precision weighing jobs. Use this Detecto-Gram Super Sensitive Model #74-02 where hair-line accuracy is essential, where an error in the smallest fraction of an ounce may affect your profit.

Write for Catalogue



DETECTO • SCALES • INC.

MAKERS OF FINE SCALES SINCE 1900

1702 MAIN STREET • BROOKLYN 1, N. Y.

SCALE ENGINEERS IN ALL PRINCIPAL CITIES

For Better Packaging! PARTITIONS

That Give Perfect Protection

LAYER BOARDS
BOATS  **NECKS**
CHOCOLATE DIVIDERS

Reasonable Prices
Assured

Prompt Deliveries
Guaranteed

Immediate Attention Given to Requests for Estimates

PETER
PARTITION
CORP.

647-649 LEXINGTON AVENUE
BROOKLYN 21, N. Y.

Telephone: FOxcroft 9-2129

Write, Phone or Wire
for Quotations and
Samples on Your
Specific Requirements

What's New IN CANDY PACKAGING

The products described help keep you up-to-date on new packaging equipment and materials of all types. The items below are coded for your convenience. For any further information, write to The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill. Use the coupon.

New High Speed Wrapping Machine

This new candy wrapping machine, with interchangeable features and simple change-over parts, is designed to take the place of two ordinary machines. It is said to fold wrap with seams and ends on the underside of the piece at the rate of 500 pieces per minute or to twist wrap with fan-tail ends at the speed of 650 pieces per minute. Different sized pieces can be wrapped on the machine with wax paper, transparent cellulose or wax-backed foil material. Circle Code P2A48.

Booklet on Case Sealing

This booklet which is offered on request describes the various materials from which shipping cases are made, the types of glue best used for sealing, and the factors which will vary the quality of sealing. Circle Code P2B48.

Automatic Packaging Machine

A machine which automatically forms, fills, seals and delivers individual transparent or opaque packages. Handles free-flowing bulk material such as small candies, peanuts, sugar or powders. Circle Code P2C48.

Newly Developed Coding Machine

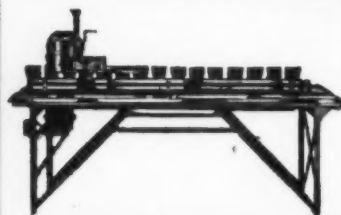
Recently developed coding machine will mark as many as 4500 flat folding paste-end or tuck-end cartons or cards per hour with code-dates, control numbers, flavors, etc. The machine is adjustable to accommodate various size cartons, is operated by one person, and occupies 18" by 40" of floor space. Circle Code P2E48.

Handy, Stick-On Labels

These convenient stick-on labels may be used in a variety of applications such as price labels, weight, coding, etc. Labels are supplied on handy self-starting card for facility in use. May be had in letters or in

... high-speed bag sealing
... cellophane, foil, plastic, etc.
... any size bag, pouch, etc.

"PACK-RITE" ROTARY SPEEDSEALER



High-Speed . . . Heat-
Seals at 400 inches per
minute

The Ideal
Production Unit:
Rotary Speedsealer
Synchronized with
Pack-Rite Keto-Belt
Conveyor

• Write Today •

PACK-RITE MACHINES, Milwaukee 1, Wis.

numerals printed on long-lasting cloth material. Check Code PP2U47.

New Weighing Machine

This newly developed, automatic weighing machine for dry products is said to be very accurate and to handle delicate products without breakage. Check Code MO7M47.

Labels Designed

Manufacturer of labels offers to design an individual label for you free of charge. Circle Code P2D48.

Aluminum Foil Label

This type of label is produced on heavy aluminum foil. Hand-engraved and embossed, it gives the appearance of a metal plaque. Available in many colors. Circle Code P2H48.

Automatic Bag Making Machine

Designed for fully automatic and continuous operation, this machine is capable of producing either single or duplex bags, flat or gusset type, with crimp seal bottoms in any size from 1½" x 1½" to 12" x 16". Circle Code P2J48.

Plain, Fancy Ribbon

Fancy and plain ribbons available in satin, messaline, and many other materials. Stock of ready-made bows and rosettes. Also patriotic and novelty ribbons. Circle Code P2K48.

Enclosure Cards

An all new line of cards for all occasions. These cards, with matching envelopes, are valuable for building good

will and repeat sales. Also available are envelopes, tags, stationery, and labels of all kinds. Circle Code P2L48.

High Speed Wrapping Machines

These machines are designed to give the finest wrapping quality to your merchandise at highest speeds. Claims state machines are built to the most exacting degree and carry company's unqualified guarantee. Suitable for both large and small manufacturers. Circle Code P2M48.

Toffee Wrap Machine

Machine forms, cuts, and twists rectangular, oval, or round pieces at speeds up to 500 per minute. It neatly twists both ends to show fancy center. Permits eye-catching, appetizing display while hygienically protecting candy from dirt, moisture, and handling. High speeds for economical production. Check Code PP2G47.

Circle Coded Items in Which You Are Interested in Getting Literature

P2A48 — P2B48 — P2C48 — P2D48
P2E48 — P2F48 — P2G48 — P2H48
P2J48 — P2K48 — P2L48 — P2M48
PP2G47 — PP2U47 — MO7M47

Name
Company
Position
Address
City
State Zone



If you pack your candy in boxes, you can develop brand buying and improve your resales by stamping your brand name and company on the box pad. The cost is small compared to the advertising value gained. The sample of Decopad with our own trade mark on it above shows how effectively this can be done. Write us for full details about this valuable way of individualizing your candies.

We process paper for various candy box findings and will be glad to serve you on whatever materials are available.

George H. Sweetnam, Inc.
282-286 Portland St., Cambridge 41, Mass.

"Specialists in the Packaging Field"

At Your Finger Tips

Technical INFORMATION

For Every Candy Library

A good candy library will effectively answer ever-occurring technical questions with instant, complete satisfaction. Let the experts work for you. Turn their knowledge into greater profits for your firm. The books listed here are carefully selected to help make your candy library an authoritative, finger-tip source of profit-making, time-saving technical information.

- 1—**Chemical Formulary, Volume VII**
Edited by H. Bennett, F.A.I.C.\$7.00
- 2—**The Trade-Mark Act of 1946**
By Harry A. Toulmin, Jr.\$5.00
- 3—**Confectionery Analysis and Composition**
By Dr. Stroud Jordan and Dr. K. E. Langwill ..\$3.50
- 4—**Glycerine**
By Georgia Leffingwell, Ph.D. and Milton A. Lesser, B. S.\$5.00
- 5—**Rigby's Reliable Candy Teacher**
By W. O. Rigby\$3.00
- 6—**Soybean Chemistry and Technology**
By Klare S. Markley and Warren H. Goss\$3.50
- 7—**Spice Handbook, The**
By J. W. Parry\$6.50
- 8—**Introduction to Emulsions**
By George M. Suthem\$4.75
- 9—**Chemical Composition of Foods, The**
By R. A. McCance and E. M. Widdowson\$3.75
- 10—**Food Products**
By Saul Blumenthal\$12.00
- 11—**Chemical and Technical Dictionary**
Edited by H. Bennett\$10.00
- 12—**Air Conditioning**
By Herbert and Harold Herkimer\$12.00
- 13—**Food Regulation and Compliance**
By Arthur D. Herrick\$10.00
- 14—**Practical Emulsions**
By H. Bennett\$8.50

The Manufacturing Confectioner

400 W. MADISON STREET
CHICAGO 6, ILLINOIS

1.....2.....3.....4.....5.....6.....
7.....8.....9.....10.....11.....12.....
13.....14.....

Please send me the books indicated above as advertised in
your February, 1948 issue:

Name

Company

Address

City Zone State

PACKAGING SUPPLY *News*

• **Monsanto Chemical Co.:** Erwin G. Somogyi is named assistant director of research of the Plastics Division in charge of process development, announces Felix N. Williams, vice-president and general manager. Edwin L. Hobson is named sales manager of Thermoplastic Molding Materials, states James R. Turnbull, general manager of the firm's Plastics Division. James P. Skehan replaces Mr. Hobson as assistant branch manager for the firm's New York Plastics Office. Richard C. Evans will head the new Packaging Materials Dept., with James Brunner and Oscar E. Hollemans as assistant sales managers.

• **Paper Container Mfg. Co.:** J. C. Alden is appointed general sales manager, announces Leo J. Hulseman, president.

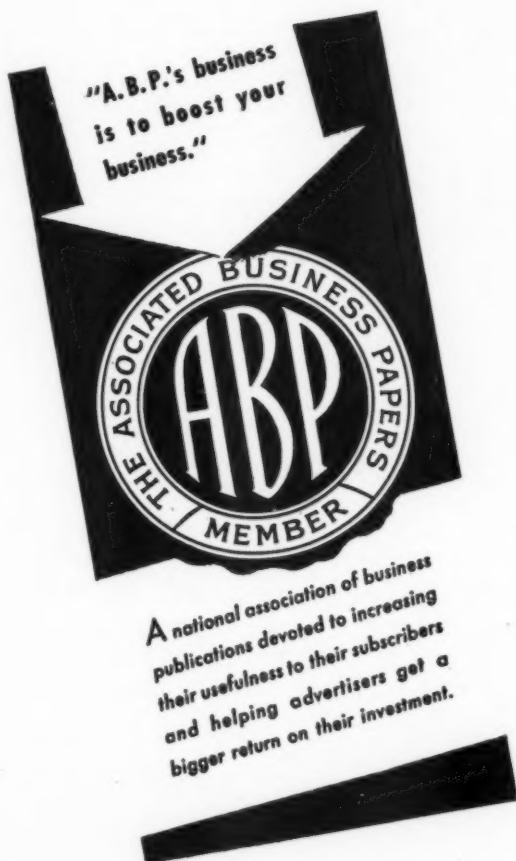
• **Quartermaster Food & Container Institute:** Capt. A. A. Laudani has been assigned to the staff of the Institute, it was announced by Col. C. S. Lawrence, commanding officer. Capt. Laudani will serve with the rations planning office where he will assist in the development of rations for military feeding.

• **Permanente Metals Corp.:** An aluminum foil plant located at Teningen Baden, Germany, will be dismantled and shipped to the U. S. and is expected to be in operation in the state of Washington by next summer, company officials have announced. The Permanente bid for the plant was \$203,000 and it is expected that the cost of dismantling, shipping and re-installing the plant will be an additional million dollars. The plant is regarded as one of the most efficient and diversified of its kind in the world.



ROBERT A. JOHNSTON CO. new air-conditioned candy case (above) provides complete candy department in less than 12 sq. ft., states W. G. Muth, sales manager of firm's candy and confectionery division. Case holds 72 boxes of packaged candy, has entire shelf for 5-cent bars, stores 96 boxes in bottom.

Why THE MANUFACTURING CONFECTIONER Is an ABP Member



**ABP's Business is to
help advertisers get
a larger return from
their sales messages**

**That's why "M.C.'s"
membership in
ABP aids you, too.**

Membership of THE MANUFACTURING CONFECTIONER in the Associated Business Papers is important to "M.C." advertisers because ABP is a national association of business publications devoted to increasing their usefulness to their subscribers and helping their advertisers realize a larger return on their advertising investment.

ABP is a central clearing house for advanced publishing ideas which help increase the value of our publication to "M.C." readers and thus make "M.C." an even better medium for your advertising. ABP is composed of the country's top-flight business papers, all pledged to uphold the highest editorial, journalistic, and

publishing standards. Membership in ABP assures editorial excellence for "M.C." readers and careful readership of its contents—a valuable combination for increasing the "pulling power" of the sales messages of "M.C." advertisers.

To the end of aiding our readers and building the best possible medium for our advertisers, THE MANUFACTURING CONFECTIONER has become the recognized "technological magazine of the confectionery industry" all over the world. ABP membership and continued editorial quality together mean an efficient, economical combination for advertisers and readers alike.



THE MANUFACTURING CONFECTIONER



Publisher

PRUDENCE W. ALLURED
400 W. Madison St., Chicago 6

Eastern Office

WILLIAM C. COPP, Mgr.
303 W. 42nd St., New York City 18

How
to
Make

3500 GOOD IMPRESSIONS for

with *Carter, Rice*

EMBOSSSED CHOCOLATE DIPPING PAPER

We can also supply:
Chocolate Dividers
Chocolate Boats
Shredded Wax Paper
Glassine and Cellophane
Padding
Transparent Bags
Chocolate Layer Board



It will cost you only about one cent more to have your trade name imprinted on 3500 pieces of candy, if you use the Embossed Carter, Rice Porcelain Finish Chocolate Dipping Paper. Plain or Embossed, this Dipping Paper will give your candies that all-important high lustrous finish, the hallmark of quality. Carter, Rice Porcelain Finish Dipping Paper leaves no telltale web-marks, and if your trade name is imprinted it stands out clearly and legibly. Our half-century experience in producing this exclusive paper for leading confectioners is your guarantee of complete satisfaction.

Available in sheets and standard width rolls for hand or machine operation. Odd sizes made to order.

Write for Samples

CARTER, RICE & COMPANY

CORPORATION

A BULKLEY, DUNTON AFFILIATE

273 SUMMER STREET • BOSTON 1, MASS.



Cultured Butter-Flavor Products

*An Explanation of the Biology, Physics, and Chemistry Involved
in Their Development for Use in Confectionery Manufacturing*

by R. S. SWEET

President, Extrin Foods, Inc.

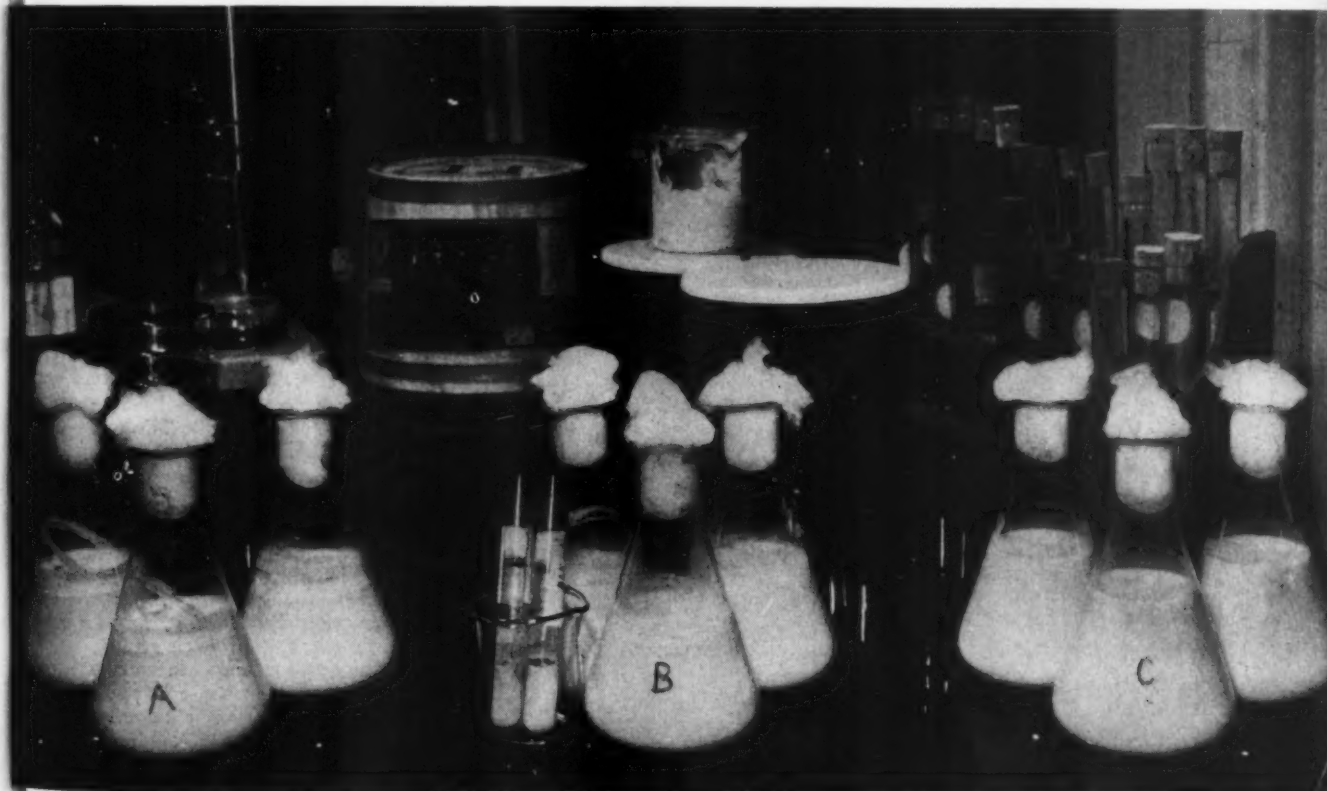
A CULTURE may be defined as an edible, healthful bacteria, mold or yeast which will grow in a suitable medium, such as milk. In the case of milk, for instance, bacteria such as lactic acid bacteria will create various types of cheeses, buttermilk and butter starters for butter manufacturers. Wholesome bacteria reaction also takes place in the tenderizing of meats, the leavening of bread, the fermentation of wine, and the creation of pre-cultured butter flavors.

A culture can, by carefully controlled methods, produce butter flavors for confectionery manufacturers. Bacteria introduced into the proper medium will multiply until the growth becomes visible to the naked eye, as a colony. The growth characteristics and their final results will vary with the type of organism and medium used, just as from whole milk we can make Gorgonzola cheese; from skimmed milk, Sapsago cheese; and from a combination of milks, a

Lincolnshire cheese. A medium such as milk may be excellent for one type of organism and wholly unsuited to another.

Environment, as in human life, plays a big part in the development of cultures. It may increase or decrease the rate of growth. It may bring about changes in the bacteria which will result in a varying product. Physical factors influencing growth are principally heat and moisture. The chemical composition of

FLASKS MARKED "A" contain sterilized milk and cream prior to inoculation. Flasks "B"—in center—have just been inoculated with contents of the test tubes alongside them. These will be placed in incubators. Flasks marked "C"—at right—show growth of the culture during incubation. The difference in level between flasks "B" and flasks "C" is called to the reader's attention.





The above photo shows chemist making careful check of laboratory control which is required in the production of cultured flavors.

After milk and cream have been inoculated, they are placed in an incubator (below) for development of culture under controlled temperature.



the medium employed influences growth by supplying essential nutrients.

Butter Cultures

In the manufacture of butter cultures, the selection and cultivation of the correct bacterial reaction is carefully developed to secure the desirable delicate aroma and flavor of butter. Cultivation is carried on

For further information on the subject of cultured butter flavor, see the discussion and formulae presented on page 41, August, 1947, issue of THE MANUFACTURING CONFECTIONER in which a liquid form of cultured butter flavor is treated.

in sterile, thermostatically-controlled incubators up to the point where they are the most useful. At this point the process is retarded, and there are introduced other desirable ingredients which act as dispersing and carrying agents, as well as serving to balance the finished cultured flavor. The cultured product may then be made up in any form, such as liquid, paste or powder—depending on its use in the candy manufacturing plant.

Method of Using

Cultured butter flavor found most adaptable for the manufacturing confectioner is the type that is created in rich creme form. It is free-flowing and easy to measure, and it produces the most uniform results. It is used in ratios of approximately one ounce to sixty pounds of candy mixture. The candy maker merely adds it to his mixture after the cooking.

The outstanding advantages of cultured butter flavor over butter are the facts that it is far less costly and does not turn rancid. Up until very recent months, cultured butter flavors were available only in paste form. Now the rich creme form is available, as mentioned above.

Where Used

Cultured butter flavor is highly recommended for use in butter creams, chocolate butterscotch, English butterscotch, butter crunch, chocolate caramel, cocoanut caramel, fudge and peanut brittle. It has found considerable favor with the manufacturers of finer box candies, and with a great many of the outstanding bar goods manufacturers.

The Human Factor in Sanitation

THE ACTIVE COOPERATION of factory workers and staff is one of the prime requisites of any campaign aimed at the successful improvement of sanitation throughout the candy plant. Mr. Leighton presents a carefully worked out 10-point sanitation plan.

by **ALFRED E. LEIGHTON**

SANITATION IS RECEIVING much lip service these days, and reams are being written and read on the subject. All of which is very fine, if and when we apply what we know to actual practice. There are human factors involved, however, and few, if any of the writers, have taken cognizance of them.

There are many trying jobs in the average candy plant, but one of the most trying and most discouraging consists in building up a proper appreciation by all work people of the importance of sanitation and good housekeeping, and of the implementation and routine performance of the sanitary code, day in and day out.

Department foremen and supervisors will tacitly admit this, and yet, under most ordinary circumstances, give up seriously trying to be as scrupulous and meticulous as the conditions call for. The average work person, with but few exceptions apparently hates to clean up after himself. Foremen get tired of hounding a man for the same unhonored reason. They yield to conditions with the weak excuse that they have tried repeatedly but can do nothing or next to nothing with their help. Surface appearances obtained by the dry rub and polish method become the order of the day, until management cracks down and indicates in no uncertain terms that the hidden, the unseen, the deep down and inside, are more important than the surface "spit and polish" reflections.

Because the active cooperation of factory workers and staff is one of the prime requisites of any campaign aimed at the successful improvement of sanitation throughout the plant, the following plan is offered. Within the writer's experience in food plants it has been very successful and capable of achieving the nec-

essary results when properly implemented. It can be self liquidating after a suitable period.

The plan consists of the institution of periodical factory-wide sanitation and good housekeeping contests. All departments join in this, and each department is pitted competitively against all others for prizes or bonuses.

Contests are organized under rules such as the following:

- 1.—Each department is an entity in all contests.
- 2.—Duration of contests: three or six months.
- 3.—Every worker in a department is a member of his departmental team.
- 4.—Foremen are group leaders and participate in prizes. They assign group and individual tasks or duties to their men.
- 5.—A code of sanitation and good housekeeping practices is drawn up by people who know and understand the subject.
- 6.—Foremen must explain and interpret this code to every member of their teams, see that it is understood, and the rules carried out and obeyed.
- 7.—At the beginning of each contest period, each department is credited with an arbitrary but equal number of points—say, 1,000.
- 8.—At weekly intervals, but not any set time of the day or week, management makes "sanitary rounds" and visits every department to check upon sanitary conditions. Where infractions are observed, the foreman is notified, ordered to correct the condition, and the department is fined a certain number of points. These are then subtracted from the original 1,000 granted at the beginning of the contest.
- 9.—Every week the competitive standings of all departments are posted on bulletin boards.
- 10.—At the end of the contest, the department with the greatest number of points to its credit, is held to be the winner of the contest. Every member of the department team participates in the prizes—and that includes the foreman!

If the contests are to achieve success the prize awards must be worthwhile. Consolation prizes to the second best team may be part of the program. Competitive standings of all departments must be published and publicized in order to arouse the competitive instinct, which is a psychologically important part of the whole scheme. Each team suffers as a whole when one member fails or is delinquent in his duties. Absenteeism to any extent on the part of a worker deprives him of full participation in awards. Self-policing in a department becomes the rule rather than the exception, when the plan is properly drawn up and carried out. When the proper sanitation and good housekeeping consciousness has been built up, the contests may cease for a while. When efforts lag, the contests should be revived.

FOR VALUABLE additional references on sanitation in the candy plant, manufacturing confectioners will also find the following article in recent issues of THE MANUFACTURING CONFECTIONER of much practical help:

"Infestation Control in Candy Plants," by Milton E. Parker, July, 1947, p. 29.

"Sanitation Vital in Industry," by Paul A. Brehm, M. D., March, 1947, p. 30.

"Pest Control in the Candy Plant," by Clyde C. Hall, October, 1946, p. 27.

"How to Improve Machine Sanitation," by Charles R. Adelson, September, 1946, p. 31.

"Unsanitary Conditions Sabotage Your Sales Department," February, 1946, p. 23.

Candy Clinic



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of *THE MANUFACTURING CONFECTIONER*.

Chewy Candies; Caramels; Brittles

Chocolate Caramel Roll

ANALYSIS: One and three-quarter ounces, 5 cents, purchased in a Chicago variety store. Appearance of package and size are good. Wrapper is white glassine printed in brown and yellow. Color of roll is too light for chocolate; texture is good; taste is fair.

REMARKS: Roll lacks a good chocolate flavor. *Code 2A48.*

Vanilla Caramels

ANALYSIS: One and a half ounces, 5 cents, purchased in a Chicago department store. Package contains six caramels in a piece of board. Pieces wrapped in cellulose. Outside wrapper is of printed cellulose. Appearance of package and size are good. Color of caramels is good; texture is tough; taste is fair.

REMARKS: Caramels are too tough and lack a good flavor. *Code 2B48.*

Chocolate Bar

ANALYSIS: One and one-eighth ounces, 5 cents, purchased in a Chicago drug store. Wrapper is paper backed foil printed in red, blue and white. Appearance and size of bar are good. Bar has dark coating. Color, texture, and molding are good. Taste is fair.

REMARKS: Chocolate has a slight burned taste. *Code 2C48.*

Milk Chocolate Peanut Bar

ANALYSIS: One ounce, 3 for 12 cents, purchased in a Chicago drug store. Wrapper is of dark brown paper printed in gold. Inside wrapper of glassine; outside paper band. Appearance and size of bar are good.

Color, molding, texture, and taste are good.

REMARKS: One of the best milk peanut bars the clinic has examined in some time. *Code 2D48.*

Chocolate Santa Claus

ANALYSIS: One and one-quarter ounces, 5 cents, purchased in a Rose-land, Ill., drug store. Wrapper is of paper backed foil printed in red, green, and white. Imprint of Santa Claus in colors. Appearance of piece and size are good. Santa Claus has light coating, which is fair. Color,

texture, and molding are good. Taste is fair.

REMARKS: Neatly and attractively wrapped. One of the best molded pieces the clinic has examined during the year. *Code 2G48.*

Assorted Caramels

ANALYSIS: One and seven-eighths ounces, 6 cents, purchased in a Rose-land, Ill., railroad station candy stand. Appearance of package and size are good. Package contains seven cellulose wrapped caramels on a piece of printed board. Overall

CANDY CLINIC AWARD OF MERIT

IN THE MARCH ISSUE, the Candy Clinic will present a review of the finest samples examined during the past year. These samples will represent, in our opinion, the quality candy which the entire industry should be striving to give to the public at a reasonable price.

In recognition of the outstanding job being done by the manufacturers who produced these candies, *THE MANUFACTURING CONFECTIONER* will send an Award of Merit to the manufacturer of each sample selected as the best of its type examined during the past year.

To these manufacturers who receive an Award, we offer our congratulations and thanks for the good work they are doing, work which will benefit the entire industry as well as themselves.

**Large, Medium, & Small
Manufacturers of Confections**
Use the

Savage Bros. IMPROVED FIRE MIXER



PORTABLE

FIRE MIXER, MODEL S-No. 3

for peanut candies, nut brittles, caramels, fudges, coconut work and
any other type of candies requiring constant stirring while cooking.

You need this machine to cut your costs and speed up production!

Immediate Delivery—Inquiries Welcomed

SAVAGE BROS. CO.

Over 91 Years Manufacturing Quality Food Equipment

2638 GLADYS AVE.

CHICAGO 12, ILL.

Since 1855



Wm. A. Camp Co., Inc.

Importers — Distributors

Cashews Brazils
Almonds Filberts
Walnuts Pecans

Dried Fruits

Your Inquiries Solicited

100 Hudson St., New York 13, N.Y.

Walker 5-6460

FERBO FINE ART IMITATION FLAVORINGS

Create Captivating Taste

Straight Butter Flavor
92 Score Quality
Butter-Cream Flavor
High-Score Butterscotch Flavor
Caramel-Nut-Butter Flavor
Rum-Butterscotch Flavor
Fine Art Maple Flavor
French Tang Vanilla

Samples to the trade
upon letterhead request.

FERBO CO., Madison, N. J.

wrapper is of cellulose printed in white. Vanilla and chocolate caramels are good.

REMARKS: The best caramels of this kind that we have examined during the year. Well made and good eating. Code 2H48.

Red Mesh Boot

ANALYSIS: Two ounces, 10 cents, purchased in a variety store in New York City. Appearance and size of novelty are good. Red mesh boot is bound with green tape; has paper clip on top, is printed in red and green and has imprint of Santa Claus. Boot is filled with hard candy. Colors of hard candy are good. Gloss, stripes, and flavor are fair.

REMARKS: At 10 cents for a novelty of this size, it is not possible to expect the best quality of candy. Code 2I48.

Assorted Hard Candy Pops

ANALYSIS: Six and one-half ounces, 39 cents, purchased in a New York City drug store. Appearance of package is good. Box is white, with open top and a band through center. Is printed in red, orange, green, and yellow. Imprint of pops in colors.

Cellulose wrappers. Colors, gloss, and texture of pops are good. Flavors are good, except for the red colored pop, which the clinic could not identify.

REMARKS: Package is a trifle highly priced at 39 cents for 6½ ounces. Suggest a better grade of flavor be used in the red pop. Code 2J48.

Peppermint Candy Cone

ANALYSIS: Three-quarter ounce, 10 cents, purchased in a New York City food store. Cone is wrapped in cellulose which bears a white paper seal, and is printed in green. Colors, stripes, and texture of cone are good. Gloss is fair. Flavor is poor.

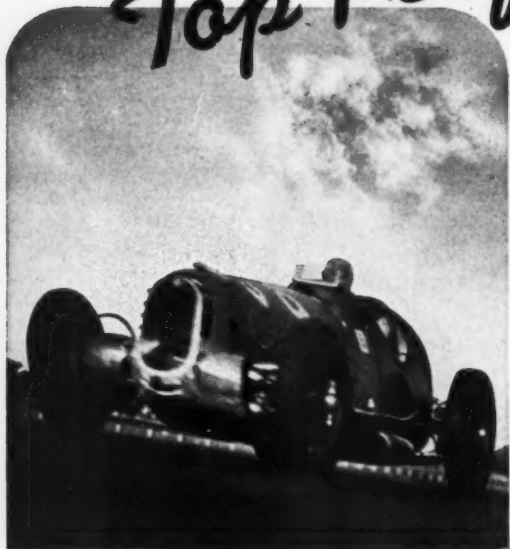
REMARKS: Suggest cone be fastened to a piece of board. Peppermint flavor needs checking. Code 2K48.

Hard Candy Chicken Bones

ANALYSIS: One pound, 59 cents, purchased in a food store in Chicago. Package is a round metal can with friction top; has paper band printed in brown, white, and yellow; imprint of chicken bones is around top and bottom. Appearance of package is good. Appearance on opening package examined was fair, as pieces were

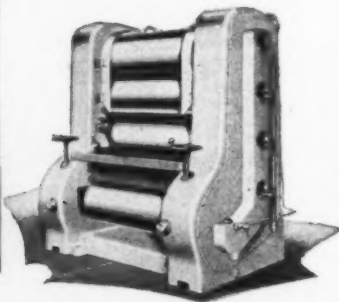
Top Performance

ALWAYS GETS RESULTS



For success in today's grueling auto races, both man and machine must be in **prime condition**.

And in this day of heavy manufacturing schedules efficient plant operation depends on machines capable of top performance . . . dependable, smooth-flowing, high-capacity production. The well earned reputation of Lehmann Mills for unfailing performance and volume production commends them to your consideration when planning for future operations.



LEHMANN

THE STANDARD FOR QUALITY
IN MACHINERY

J. M. LEHMANN COMPANY, Inc. MAIN OFFICE and FACTORY
Lyndhurst NEW JERSEY

badly broken. Color, texture, and taste of chicken bones are good. Gloss is fair. Color, texture, and taste of center are good.

REMARKS: Suggest more salt and vanilla be used to improve flavor. Code 2048.

Toffee

ANALYSIS: Sold in bulk at 25 cents a half pound, purchased in a Chicago food store. Wrapper consists of inside wrapper of foil-back paper and outside wrapper of printed red cellulose. Color or toffee is good; texture is too soft; taste is fair.

REMARKS: Not a good eating toffee. Piece is too soft and lacks a good flavor. Code 2E48.

Pop Corn Peanut Brittle

ANALYSIS: One pound, 60 cents, purchased in a San Francisco department store. Container is a plain cellulose bag. A cardboard tag on top is printed in red and tied to bag with a yellow ribbon. Appearance of package is fair. Color and texture of candy are good. Taste is fair.

REMARKS: Suggest a printed cellulose bag.

lose bag. Peanuts are not roasted high enough. Suggest, also, that some molasses be used to improve the taste. Code 2748.

Walnut Caramels

ANALYSIS: One-half pound, 85 cents, purchased in a San Francisco candy store. Appearance of package is good. Container is a tall cardboard box about 6 inches by 2½ inches with green and gold stripes at angle. Top and bottom covers are brown. Piece is a light coated vanilla caramel wrapped in cellulose. Coating of caramel is fair. Color, texture, and taste of center are good.

REMARKS: Candy at this price should have a better coating. Container is very attractive. Code 2U48.

Small Mints

ANALYSIS: One ounce, no price stated, sent in for analysis as No. 4535. Wrapper is a printed cellulose tube printed in green and white. Appearance of package is good. Size is fair. Colors, finish and texture of pieces are good. Flavors are fair.

REMARKS: Suggest flavors be checked as candies lacked good flavor. Code 2S48.

Toffee

ANALYSIS: Sold in bulk at 59 cents a pound; purchased in a Chicago department store. Inside wrapper is of foiled-back paper. Outside wrapper is of printed cellulose. Color of toffee is good; texture is too soft; taste is fair.

REMARKS: Piece is too soft for a toffee. Also lacks a good toffee flavor. Code 2F48.

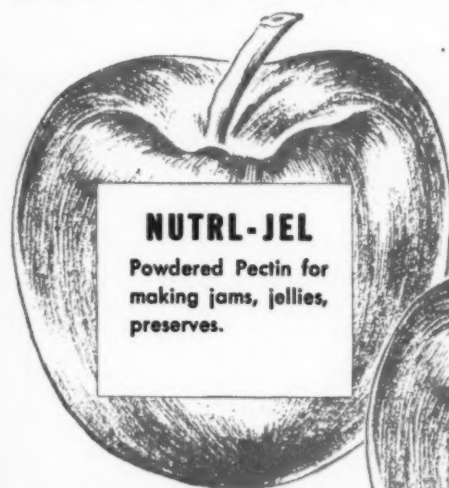
Red Plastic Boot

ANALYSIS: Two ounces, 20 cents, purchased in a New York City food store. Appearance and size of novelty are good. Novelty is a boot filled with hard candy pops and has a holiday wrapper of printed cellulose. Color, molding, and texture of pops are good. Flavor is fair. No gloss.

REMARKS: Should be a good seller at 20 cents. One of the best 20-cent novelties the clinic has examined during the year. Code 2L48.

Cardboard Santa

ANALYSIS: Two ounces, 25 cents, purchased in a retail candy store in New York City. Novelty is made in two pieces. In the center is a light



Modern plants located in the great apple regions from coast to coast select and process the choice of the crop into Speas Apple Products.



CONFECTO-JEL
Powdered Pectin for making better jellied candies.



APPLEOSE

Fresh Apple Juice
Vacuum concentrated...
depectinized...
filtered...clarified.

PLANTS IN APPLE REGIONS FROM THE ATLANTIC TO THE PACIFIC

SPEAS COMPANY

General Offices Kansas City 1, Missouri

Known for **QUALITY**

Speas Apple Products have long been recognized as outstanding quality leaders . . . preferred by American manufacturers for generations.

Subscribe to
**THE MANUFACTURING
CONFECTIONER**

Only \$3.00 per year—\$5.00
for 2 years.

- Feature Articles
- Candy Clinic
- Candy Packaging
- Candy Equipment Preview
- Technical Literature Digest
- Manufacturing Retailer
- Book Reviews

And many other features

400 W. Madison — CHICAGO 6

**CAPITOL MILK
BRAND PRODUCTS**

MAKE BETTER CANDY

Spray and Roller Process Non-fat
Dry Milk Solids, Whole Milk
and Buttermilk Powder

Malted Milk—Condensed Milk

FOR A DEPENDABLE SOURCE OF SUPPLY

WRITE

DAIRYLAND MILK
CORPORATION—ESTABLISHED 1933
1041-B Raymond Ave. St. Paul 8, Minn.

board bag filled with sugared hard candy balls. Appearance of novelty and size are good. Texture of candy balls is good; colors are poor; flavors are poor.

REMARKS: Highly priced novelty at 25 cents. Suggest a better grade of flavors be used. Code 2M48.

Assorted Hard Candy Balls

ANALYSIS: Nine ounces, 35 cents, purchased in a retail candy shop in New York City. Package is a cellulose bag printed in red, lavender, and white. Appearance is good. Colors and texture of candy balls are good. Flavors are fair. No gloss.

REMARKS: Suggest a better grade of flavors be used. Package is slightly high priced at 35 cents for nine ounces of this type of candy. Code 2N48.

Chocolate Nut Fudge Bar

ANALYSIS: One and a half ounces, 5 cents, purchased in a Boston cigar store. Bar has a cellulose wrapper printed in white. Appearance and size of bar are good. Color is good; texture is tough; taste is fair.

REMARKS: Suggest cellulose be printed in any color but white to im-

prove appearance of the bar. Bar lacks a good flavor and is too tough for a fudge bar. Code 2Q48.

Coconut Fudge Bar

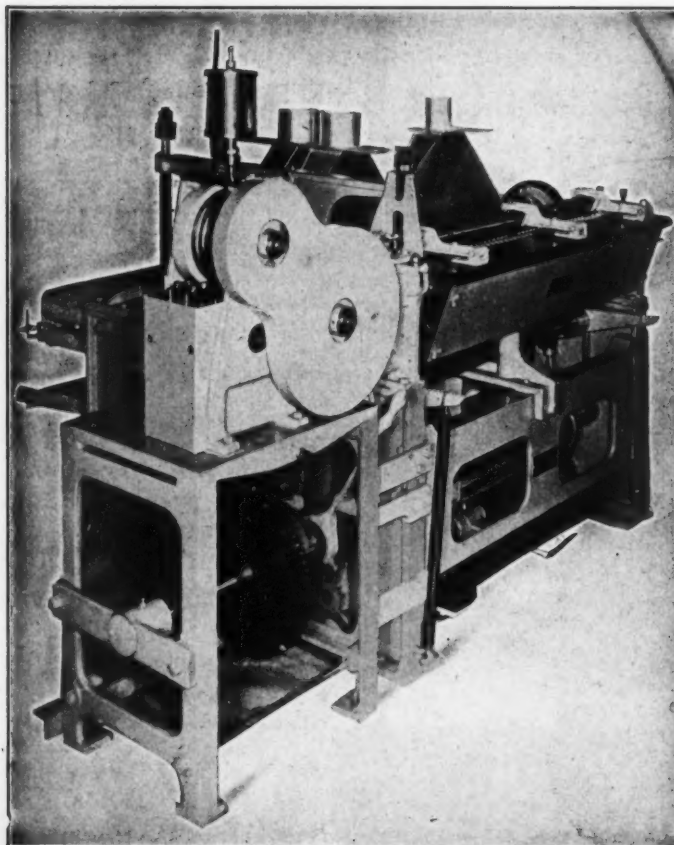
ANALYSIS: One and five-eighths ounces, 6 cents, purchased in a Rose-land, Ill., railroad station candy stand. Bar has a cellulose wrapper printed in blue and white. Appearance and size of bar are good. Color and texture of bar are good; taste is fair.

REMARKS: Suggest more coconut be used to improve flavor of bar. Code 2R48.

Opera Cream Bar

ANALYSIS: One and a quarter ounces, 6 cents, purchased at a Cincinnati candy stand. Bar appearance is good. Size is small. Wrapper is paper backed foil printed in red and black. Coating is dark and good. Center color, texture, and taste are good.

REMARKS: The best Opera Cream bar we have examined within the past year. Well made and good eating. We seldom see a good Opera Cream bar any more. Code 1E48.



**The Automatic
Hard Candy Machine
Model E**

For producing all hard candies of
spherical shape.

Balls

Kisses

Barrels

Eggs

Olives, etc.

One operator spins direct to machine.
Capacities 3000 to 10,000 pounds.
Our Model E incorporates all the
developments of previous experience

There is no Substitute
for Experience.

John Werner & Sons, Inc.
ROCHESTER 13, N. Y.

How To Make Easter Candy

(Continued from page 30)

Fondant can be made in larger batches and run on ball type, dough mixer or cylinder beaters. Place in remelt mixing kettle—100 lbs above fondant. Add

Part 2

BOB:

8 lbs. sugar
8 lbs. corn syrup
Water to dissolve

Mix well and add:

Part 3

9 lbs. hand roll type frappe (see remarks)
3 lbs. invert sugar (omit for 5-lb. egg)

1 oz. imitation vanilla flavor
Heat to approximately 150-165 degrees. Add

3 lbs. chopped roasted cashew nuts.

Cooking instructions for fondant and bob for various size eggs together with weight of undipped eggs, follow:

| Size | Fondant | Bob | Weight |
|--------------|---------|------|------------|
| 1/2 lb. | 244° | 236° | 6 1/2 oz. |
| 1 lb. | 244° | 238° | 13 1/2 oz. |
| 2 lb. | 246° | 240° | 28 oz. |
| 3 lb. | 248° | 248° | 40 oz. |
| 5 lb. | 248° | 252° | 68 oz. |

Prepare ahead of casting time:

Starch trays with egg mould impressions.

Assorted Nuts—as follows:

12 lbs. roasted cashew nuts
5 lbs. chopped brazil nuts (coarse)
5 lbs. pecan pieces
3 lbs. chopped filberts (coarse)
3 lbs. chopped roasted almonds (coarse)

Pineapple or pineapple jelly

NOTE: Prepare pineapple or pineapple jelly by cutting and rolling in fine coconut. Cut small pieces for 1/2-lb., 1-lb., 2-lb. eggs, and larger pieces for 3-lb. and 5-lb. eggs.

Use a metal dipper to cast cream into starch impressions. Place in dipper about 9 lbs. cream mixture

and to every dipper add:

10 oz. assorted nuts
5 oz. preserved cherries
10 oz. pineapple or pineapple jelly.

From dipper, pour cream into starch impressions and cut off flow of cream from dipper with short spatula knife. Let set overnight, shake out of starch, and proceed as follows:

Stick top and bottom halves of eggs together with a slightly melted cream fondant. Fill in seams with fondant and smooth with hands (Dip hands in flour to keep from sticking).

Put a bottom of chocolate on egg (reaching about 1/3 the way up the egg) and place in trays with chocolate side up. When chocolate hardens, machine dip in milk chocolate.

Put on milk chocolate border with decorating bag. Decorate tops with icing flowers and paper leaves.

REMARKS: The eggs produced with this formula have a fine texture and shelf life. Wrap in glassine paper and pack in excelsior paper in an attractive box. Large sales volume at attractive price is the result of careful workmanship on this Easter item.

When casting these centers, have two

Does your VANILLA
do all 3?



1. Complement, blend and develop the flavors of the other ingredients used with it? (Never permits a harsh overtone of any one flavor in the recipe.)

2. Develop in the finished product to a full-bodied, mellow flavor?

3. Attain just the right balance between taste and aroma?

If it does, it creates the delightful taste sensation called palate-appeal. Your customers reach for more—and build sales for you.

HOW AROMANILLA DOES ALL 3

In order to attain palate-appeal in the finished goods, Aromanilla carries all of its soluble solids—the oleo, resin, ethers, esters, vanillin and other aromatics—in their original balance and proportion through to the finished goods where they can develop into a full-bodied, mellow vanilla flavor.

THE SCIENTIFIC FACTS

The volatile solids of the Mexican Vanilla Bean which evaporate too quickly under cooking or freezing temperatures and destroy the balance of the flavoring are replaced with similar, but more sturdy, natural flavoring extracts. For instance, if you isolate eugenol vanillin from clove oil and isolate the vanillin from the vanilla bean, you will find that they are identical. Both send forth the pleasing aroma of vanilla at room and body temperatures as any good vanilla should. But the vanilla bean vanillin decomposes and disappears at 180° F, while the clove oil vanillin can go to 400° F and still retain its aroma. And that's just one of the more delicate extractives which have to be replaced in order to make sure that all of the flavoring qualities of the Mexican Vanilla bean go through to the finished goods in the right proportion and balance.

Why not try Aromanilla now? We are so sure that it will help improve the taste of your goods that we are offering a trial supply with a money-back guarantee. Place your order and if, after using Aromanilla, you don't think it's better than any other vanilla flavor you have used, return the unused portion collect and we'll gladly refund your money.

TRIAL OFFER: I'd like to try Aromanilla under money-back agreement as explained above. Please place my trial order for:

1 pint concentrate (equals 2 gals. standard flavor) \$ 8.00
1 gal. concentrate (equals 16 gals. standard flavor) \$52.00

NAME _____ POSITION _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

Aromanilla

Trade Mark Reg. U. S. Pat. Off.

Imitation Vanilla Flavor

6 VARICK STREET

NEW YORK CITY 13

HELPING CUSTOMERS IMPROVE THE TASTE OF THEIR GOODS SINCE 1921

or more workmen casting and one girl weighing off nuts and fruits and placing them in the dippers. Moulds for these eggs should be made to hold the proper amount of cream when they are level full. Bottom mould should have flat bottom and top mould should be rounded on top.

FRAPPE: Use a frappe made especially for hand rolled creams containing 3 lbs. egg albumen (dry basis) and at least 9% invert sugar to 100 lbs. frappe.

COCONUT EGGS

Same as above. Omit fruits and nuts. Add

12 lbs. prepared medium coconut
NOTE: Prepare coconut by soaking for at least one half hour in a mixture of 2 lbs. invert sugar and 2 lbs. warm water.

REMARKS: Coconut eggs are usually dipped in dark chocolate.

1c CAST COCONUT CREAM EGGS

Part 1

FONDANT:

100 lbs. sugar

4½ gal. water

Cook to 235 degrees. Add

50 lbs. corn syrup

Cook to 244 degrees. Run fondant on Ball type, dough mixer, or cylinder beater. Cool to 130 degrees before creaming up.

Place fondant in remelt mixing kettle. Add

Part 2

BOB:

60 lbs. sugar

40 lbs. corn syrup

1½ gal. water

Cook to 240 degrees. Mix *Part 1* and *Part 2* and add

20 lbs. frappe (see remarks)

20 lbs. prepared medium or fine coconut

NOTE: Prepare coconut by soaking for not less than ½ hour in a mixture of 2 lbs. invert sugar; 1½ lbs. warm water.

Add vanilla flavor to suit requirements.

Mix and heat to 150-155 degrees. Cast into starch. When creams are firm and cool, shake out and machine dip.

REMARKS: This formula produces a cream egg with a short texture. The creams are not too dry and have a long shelf life.

FRAPPE: Use a commercial frappe containing 1 lb. of egg albumen to 100 lbs. of frappe.

CAST IMITATION HAND ROLL EGG NO. 2

FONDANT:

70 lbs. sugar

30 lbs. corn syrup

Cook to 247 degrees. Fondant can be run on Ball type, dough mixer, or cylinder beater. Cool to 115 degrees before creaming up. Place in remelt mixing kettle:

Part 1

160 lbs. above fondant

Slightly remelt and add

10 lbs. frappe (see remarks)

Mix and add

Part 2

BOB:

40 lbs. sugar

1½ gal. water

7 lbs. corn syrup

5 lbs. invert sugar

Cook to 240 degrees. Mix *Part 1* and *Part 2* and add

5 lbs. invert sugar

4 oz. invertase

1 oz. acid solution (½ oz. tartaric acid, ½ oz. water)

4 oz. imitation vanilla

Heat to 150 degrees. Add

20 lbs. prepared dessicated coconut

HI-GLOSS NO. 3

PLASTIC COOLING TUNNEL BELTING

**5 REASONS
WHY HI-GLOSS NO. 3*
IS IN DEMAND**

1—GLOSSY MIRROR-LIKE BOTTOMS ON YOUR CHOCOLATES

2—NO CRACKING; NO PEELING

3—LONGER LIFE; WILL NOT WRINKLE

4—EASY TO SPLICE—With our new method of splicing HI-GLOSS can be run immediately after splicing—No waiting for cement to dry.

5—MORE SANITARY—Plastic top easy to keep clean.

by
VOSS

Also available in sheets for hand dipping. Can be used indefinitely.

LOOK TO VOSS FOR THE NEW IMPROVEMENTS IN BELTING! A COMPLETE LINE OF BELTING & SPECIALTIES FOR THE CANDY INDUSTRY.

VOSS BELTING & SPECIALTY CO.

5303 N. RAVENSWOOD AVENUE

CHICAGO 40, ILLINOIS

(*Pat. Appl. For)

NOTE: Prepare coconut by soaking for not less than half hour in a mixture of 2 lbs. invert sugar and 1¾ lbs. warm water.

Reheat batch to 145-150 degrees, and cast into starch (temperature 100 degrees), and let set overnight. Shake out and machine dip in bittersweet coating. Hand rough tops of eggs. Use about 20% coating.

REMARKS: This is a very fine eating coconut cream with a smooth texture and long shelf life. Cast cream into hand roll shape moulds.

FRAPPE: Use a commercial frappe containing at least 3 lbs. egg albumen (dry basis) to each 100 lbs. frappe.

CHOCOLATE COATED MARSHMALLOW 5c EGGS

COLD PROCESS

Place in marshmallow beater:

- 100 lbs. fine sugar
- 90 lbs. corn syrup
- 10 lbs. invert sugar
- 4 gal. cold water

Beat and add:

- 5 lbs. standard strength gelatine (soaked for at least ½ hour in 4 gal. water).

Dissolve by heating to 160 degrees.

Beat until light and fluffy. Add:

Vanilla flavor to suit requirements. Cast into dry starch. Let set overnight. Shake out and stick the two halves of the eggs together. Machine dip in dark sweet chocolate coating. Use bot'omer attachment to insure heavy chocolate bottom on the eggs.

REMARKS: This formula produces an egg with a tender texture. For an egg with a more short breaking texture, use 4¾ lbs. of quick set gelatine instead of 5 lbs. of standard gelatine. The water or gelatine can be varied to suit requirements for free flowing and a flat surface to the cast egg.

5c CUPPED COCONUT WHIP CREAM EGG

FONDANT:

- 100 lbs. sugar
 - 50 lbs. corn syrup
- Cook 244 degrees. Place in remelt mixing kettle:

Part 1

- 120 lbs. above fondant
- Remelt to approximately 140 degrees. Add

Part 2

- WHIP:**
- 34 lbs. corn syrup

- 3 lbs. sugar
- 3 lbs. invert sugar
- 2 lbs. cooking starch (suspended in 1 qt. water)
- Water to dissolve

Cook to 226 degrees. Beat up with 2 lbs. egg albumen dissolved in 1¾ qts. of water. Beat until light and fluffy. Add to remelted cream. Mix well Part 1 and Part 2 and add

Part 3

BOB:

- 38 lbs. sugar
- 1¾ gal. water
- 4 lbs. corn syrup

Cook to 243 degrees. Mix well Part 1, Part 2, and Part 3, and heat to 150 degrees; add vanilla flavor and 10 lbs. medium coconut.

Cast into dry starch—using flat, wide, top and bot'tom moulds.

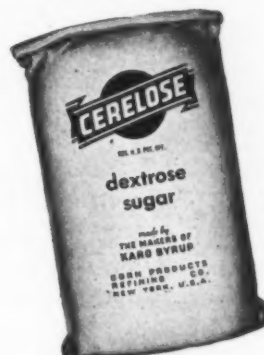
Let set in starch overnight. Shake out and stick top and bottoms together using a small amount of egg frappe. Machine dip in dark sweet chocolate. Use about 16% coating. Hand rough top of egg. Pack in oblong bakery cup cake cups.

REMARKS: This type egg has a large sales volume in the eastern states, but has nation-wide sales possibilities. Cream has a very good texture and flavor.



"Harper is really going places since we put Cerelose in our line"

**STEPS UP
QUALITY
FLAVOR
TEXTURE**



CORN PRODUCTS SALES COMPANY
17 Battery Place • New York 4, N. Y.

Senneff's

"VAC" PRODUCTS

Save **YOU** Money!

VAC-MILK contains 12% total fat and is ideal for Caramels, Fudges, Nut Rolls, etc. Send for Trial Order TODAY!



VAC-CREAM contains 18% total fat and is "tops" in making highest QUALITY Caramels, Fudges, Butter Creams, etc. Order TODAY!

"Your CANDY MAKERS' GUIDE is ready—SEND FOR IT."

Plus



are
"SURE WINNERS"

— in helping **YOU** with your Candy PRODUCTION and PROBLEMS. Order your "EASTER" needs
— TODAY —

In 1948

Use

'SENNEFF'S'

SENNEFF-HERR CO., Sterling, Ill.

Please send my copy of your new HANDY GUIDE.

Name

Address

Per

Sales Increase 37%

MANUFACTURERS DOLLAR SALES of confectionery for the first 11 months of 1947 totaled \$673,924,000 and were 37 per cent above the same period in 1946, reports Director J. C. Capt, Bureau of the Census. Based on reports by 273 candy manufacturers located throughout the nation, dollar sales in November, 1947, were 26 per cent above November, 1946, but 10 per cent lower than the record high reached in October, 1947.

November dollar sales of chocolate manufacturers and of manufacturer-wholesalers were up 33 to 27 per cent, respectively, over November, 1946. Sales of manufacturer-retailers were off 1 per cent. Manufacturer-retailers gained 5 per cent over October, 1947, however, while chocolate manufacturers and manufacturer-wholesalers dropped 10 per cent.

Eleven months poundage sales of 123 reporting firms totaled 1,368,305 pounds valued at \$469,802,000. This represents a 6 per cent gain in poundage and a 38 per cent gain in dollar volume over the like 1946 period. November, 1947, poundage totaled 150,597,000 pounds valued at \$54,679,000 and represents a 2 per cent gain in poundage and a 20 per cent gain in dollar volume over November, 1946.

The quantity of candy made during 1947 is expected to be about 2.7 billion pounds. Dollar volume is estimated at \$950,000,000—a new record. This would be the second largest volume ever attained. Output for 1946 was 2,438,000,000 pounds and represented a dollar volume of \$687,000,000. The industry's record production was attained in 1944, when 2,804,000,000 pounds were produced. Dollar volume in 1944, however, totaled \$658,000,000, and about one-fourth of the output went to the armed forces.

Although production lagged behind in 1946 and in the early part of 1947, liberalized sugar rations followed by decontrol of sugar permitted expansion of output in subsequent months. In October, 1947, production was 11 per cent higher than in October, 1946, and manufacturers' dollar sales were up about 40 per cent.

Higher costs of ingredients have limited production of inexpensive candies, while forcing up the price of such lines. Producers of more expensive confectionery have expanded output, with less pronounced increases in price.

Production by bar goods houses catering largely to the 5-cent and 6-cent trade was 2 per cent less during January-October, 1947, than in the like 1946 period. Dollar volume was up 36 per cent, however. Average per pound value was 35.4 cents as compared with 27.5 cents

FLAVORS by PENICK

CREATED to fill the needs of the Food, Beverage and Pharmaceutical Industries, Penick Flavors are finished products of unexcelled quality, unusual strength and are economical in use. They are the reflection of many years of research and experimentation.

PENICK FLAVORS, through a step-by-step laboratory control system, retain their natural aroma and potency.

OUR laboratories will assist you in the solution of any flavoring problems you may have, or in the development of new flavors. No charge is made for this service.

Write for our new Flavor Catalogue.

The World's Largest Botanical Drug House

S. B. PENICK & COMPANY

10 CHURCH STREET, NEW YORK 7, N. Y. TEL. WEST 05-0000, TRUNK 2-0000, 100 WEST 100TH STREET, NEW YORK 25, N. Y. TELEGRAMS: PENICKS, NEW YORK

for the full year of 1946. (For the first 11 months, 33 reporting firms show a gain of 33 per cent.)

Package candies showed a 36 per cent increase in poundage and a 46 per cent gain in dollar sales for the first 10 months. (For the first 11 months 26 reporting package houses showed a gain of 44 per cent.) Average value per pound was up to 47.2 cents as compared with 45.7 for 1946.

Bulk goods showed a 6 per cent gain in poundage and a 43 per cent gain in dollar volume. (For the first 11 months, 30 firms report bulk poundage up 5 per cent and dollar volume up 40 per cent.)

Imports of sugar candy and confectionery into the U.S. for the first nine months of 1947 totaled 7,253,000 pounds and were valued at \$1,407,000. Imports from Cuba, largest importing source, totaled 6,165,000 pounds.

Exports of chocolate for the first nine months totaled 1,919,000 pounds and were valued at \$750,000. Chocolate candy exports totaled 2,718,000 pounds valued at \$1,043,000. Other candy exports totaled 3,424,000 valued at \$1,177,000. Powdered cocoa exports of 3,749,000 pounds were valued at \$883,000. Chewing gum exports totaled 7,196,000 pounds valued at \$5,305,000.

As a result of tariff concessions made at the international trade conference in Geneva and announced November 17, import duties on sugar, candy and all confectionery, valued at 6 cents or more a pound are reduced from 20 per cent to 15 per cent, effective January 1. Duties on cocoa and chocolate, unsweetened, are reduced from 3 cents to 1 cent a pound; on cocoa and chocolate, sweetened, in blocks or bars of 10 pounds or more, from 4 cents to 1½ cents a pound; in any other form—valued at 10 cents a pound or more—from 40 per cent ad valorem to 15 per cent ad valorem.

Improved Cream and Fudge Quality with 50% Less Cooking Time

After installing a Cochrane C-B High Pressure Condensate Return System, a large candy manufacturer reduced cooking time 50%. Because of the FASTER HEAT and MAINTENANCE OF HIGH and UNIFORM COOKING TEMPERATURES, cream and fudge quality was greatly improved, uniformly whiter batches preserved, spoilage eliminated, production increased and remarkable fuel savings effected.

Hundreds of users of the Cochrane C-B Condensate Return System are obtaining similar results. For details write for Publication 3250.

Write for Publication 3250

COCHRANE CONDENSATE
CB BOOSTER
SYSTEM
OF HIGH PRESSURE, HIGH TEMPERATURE CONDENSATE RETURN

for February, 1948



Easy to Remember

BURCK-BRAND — Dried or Condensed Milk is also easy to identify by its uniform high quality.

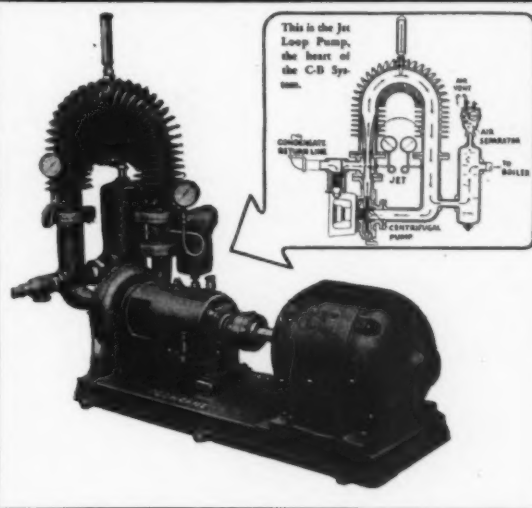
Supplying high quality milk to Manufacturing Confectioners for more than 20 years.

C. W. BURCKHALTER, INC.

156 FRANKLIN STREET

NEW YORK 13, N. Y.

TEL. WA 5-0728



COCHRANE CORPORATION

3104 N. 17th Street, Philadelphia 32, Pa.

Please send me a copy of Publication 3250

Name

Title

Firm

Address

City State

HOOTON



50 years
of fine
quality

CHOCOLATE

These years have proved a source of satisfaction to ourselves and to customers who think in terms of fine quality. Proved and improved goodness of our products has merited the continued use of our chocolate by many of the outstanding firms in the food industry.

Ice Cream - Confectionery - Baking

HOOTON CHOCOLATE CO.

Fine Quality Since 1897

NEWARK 7, NEW JERSEY

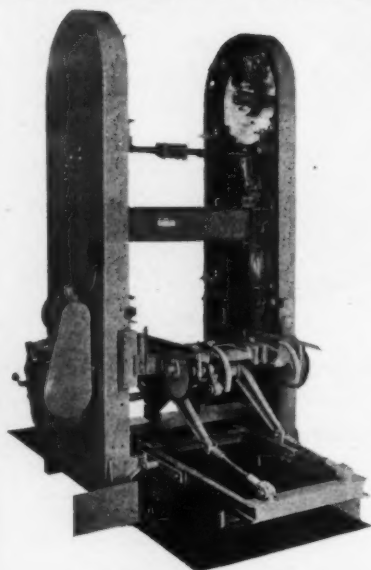
CONFECTIONER'S *Briefs*

• **Universal Match Corp.:** The Schutter Candy Co., division has renewed for 52 weeks its sponsorship of ABC's broadcasts of "David Harding—Counterspy." The renewal is effective February 1. January 25 marked the second consecutive year of sponsorship. In 1947 the program received three awards: (1) a U. S. Treasury Dept. citation for co-operation in the war trophy safety campaign, (2) an award from the Schools and Colleges Ass'n for educational programs of outstanding merit, and (3) a citation from the National Conference of Christians and Jews for "invaluable contribution to human welfare."

• **NECCO Christmas Party:** Twenty-two new members of the firm's Quarter Century Club received gold pins at the annual Christmas party. A diamond pin and a cash gift were awarded Michael Giarle on completion of 50 years' service. Harry R. Chapman, president, made the awards. An annual cash bonus payment and profit-sharing trust participation were also announced. A play depicting scenes of 100 years ago, when the company was established, was presented by employees.

• **Henry Heide, Inc.:** The annual dinner of the firm's "Horse Shoe Club" was celebrated in New York's Pennsylvania Hotel recently with 160 persons attending. Membership in the club is limited to those who have been with the Heide firm for 25

An Installed CURRIE AUTOMATIC STARCH TRAY STACKER



Will Give You:

1. Increased production
2. Elimination of hand stacking (completely automatic)
3. Dependability and
4. Will PAY for itself within one year after installation

Inquiries Invited

CURRIE MANUFACTURING COMPANY

1837-39 Grand Ave.

CHICAGO, ILLINOIS

years or more. Twelve new members were inducted and each was presented with a silver medal. A bronze plaque in memory of William F. Heide, former president who died during the year, was unveiled. President Herman L. Heide and the club president, Henry G. Dickens, made addresses.



WINNERS OF TWO automobiles in the first awards of the Topps national sales jamboree are pictured above with their families. Car dealer points out features of new car to George Reidel of Candy Service Co., Aberdeen, S. D., while salesman Eugene Haldeman looks on.

• **NCA Directors Meeting.** Two new areas, each eligible to elect a member to the NCA board, were voted by the NCA directors. Separated from Regions 6, 7, and 8, the new areas are Washington-Oregon-Idaho and Montana-Wyoming-Colorado-Utah-Arizona-New Mexico. Terms for directors

also were changed from two years to three. Herman L. Hoops and Leon Sweet were elected honorary members of NCA—the third and fourth so honored.

• **Palmer Candy Co.:** John L. Glanville is appointed assistant sales manager, states W. B. Palmer, Jr., general manager. Recently returned from the armed forces, Mr. Glanville will work with Salesmanager E. H. Payunk. The Sioux City, Iowa, firm is celebrating its 77th anniversary and has recently started a new promotion of its "Cherry Bing" bar and "Just So" Peanut clusters.

• **Peter Cailler Kohler Swiss Chocolates Co., Inc.:** Diamond studded service pins and engraved watches were presented 443 employees at a recent dinner in Syracuse, N. Y. The employees have been with the firm between 10 and 40 years.

• **Shotwell Mfg. Co.:** Sponsorship of a half-hour program, "True or False," over the Mutual network beginning February 7, and continuing for 52 weeks is announced.

• **Curtiss Candy Co.:** A dividend of \$1.12½ a share on preferred and of 30 cents a share on common payable January 15 to stockholders of record December 31, 1947, is announced by Otto Schnering, president.

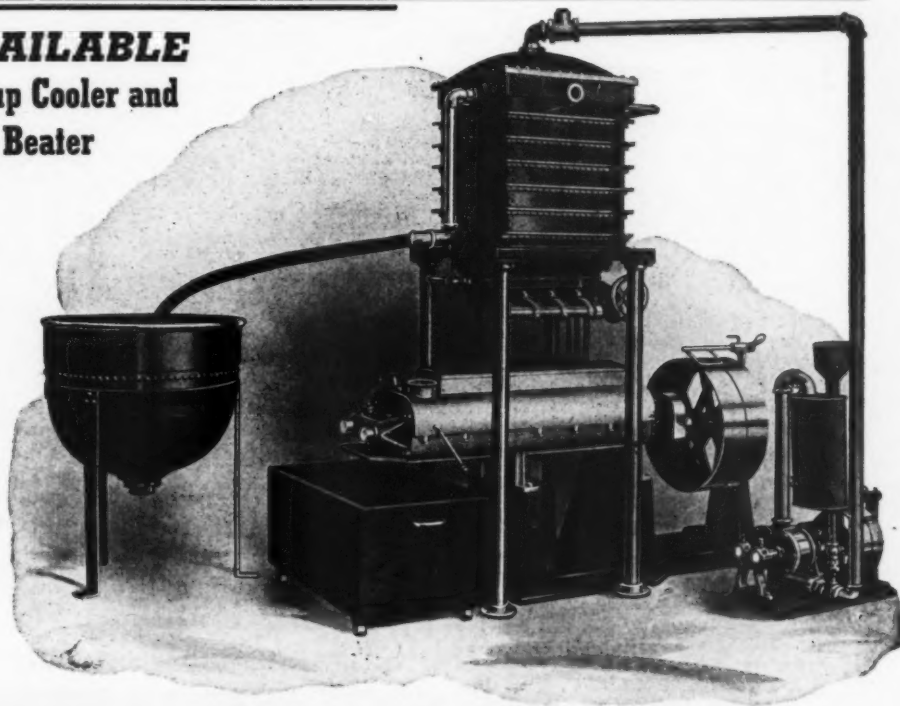
• **Bunte Bros.:** A special dividend of 50 cents a share on common stock is announced. The quarterly dividend declared November 6 and payable January 24 will also be increased from 30 to 50 cents.

• **NCWA "Principles":** A six-point "Statement of Principles" has been issued by the National Candy Wholesalers Ass'n, Inc. The statement de-

AGAIN AVAILABLE **The Peerless Syrup Cooler and** **Snowflake Cream Beater**

Equipped for vacuum lift, gravity feed, or syrup pump. For continuous production of fondant. Provided in any capacities. (Vacuum Type Shown.)

Makers of
The World's Finest
Fondant Machine



JOHN WERNER & SONS, INC.

713-729 Lake Avenue

Rochester 13, N. Y.



Your Candy's Goodness..

in smooth wholesome, corn syrup is insured by the continual efforts devoted to Penford Corn Syrup by our research laboratories at the Cedar Rapids plant. Quality control research guarantees that you will get the same consistent quality throughout millions of gallons of Penford Syrup.

PENICK & FORD

420 Lexington Avenue, New York 17, N. Y.

Factory Cedar Rapids, Iowa

What's Cooking?

LOOK to VACUUM and RACINE for MODERN CANDY MACHINES

Manufacturers of "SIMPLEX"
Vacuum Hard Candy Cookers
Steam and Gas
Vacuum Fondant Cookers and
Coolers, Steam and Gas
Steam Jacketed Kettles, Copper
or Stainless Steel, with or
without Agitators
Cooling Slabs
Batch Rollers
Continuous Plastic Machines

Manufacturers of "RACINE"
The Standard Automatic Sucker
Machine, Roller Type
The Model M Sucker Machine
Punch and Die
Sucker Rolls, Cutting Rolls and
Drop Rollers, Cream Depositors
Chocolate Depositors for Stars,
Kisses, Buds, Bits, Bars, etc.
Cream Beaters, Caramel Cut-
ters, Caramel Sizers

Vacuum Candy Machinery Company

and Racine Confectioners' Machinery Co.

15 PARK ROW

NEW YORK 7, N.Y.

FACTORIES: Harrison, N. J.—Racine, Wis.

finer (1) proper functions of the candy wholesaler, (2) qualifications for performing those functions, (3) responsibilities to the manufacturer, (4) explains value of proper cost records and allocation, (5) asserts value of fair trade laws, and (6) asks compliance with FTC rules being drawn up.



W. B. BEAUDETTE, advertising manager of Queen Anne Candy Co., presents Mrs. Mabel Wiles, North Vernon, Ind., with jeep station wagon as first prize in Hammond firm's second nationwide jingle contest.

• **Stephanie Candy Stores:** Mrs. H. L. Wilson is appointed manager of the firm's Minneapolis stores.

• **Martha Washington Candies:** Mrs. Lea Huff is named manager of the firm's new Bloomington, Ill., store on North Main Street.

• **Walter Williams Candy Co.:** Robert J. Oswalt is named production engineer at Oklahoma City, Okla. He formerly was plant superintendent for Fred W. Amend Co., in Danville, Ill.

• **Chase Candy Co.:** New plants to increase production will be built in Chicago and San Francisco. W. A. Yantis, president, told Chase employees at the firm's annual Christmas party. Construction of the Chicago plant will begin in March. To cost about \$2,500,000, the plant will equal the size of the St. Joseph plant. Construction of the San Francisco plant will start in May. It will be about half the size of the St. Joseph plant. Fall sales for the firm reached an all-time high, Mr. Yantis also said. In one week of December, 2,569,090 pounds of candy were manufactured, with 807,000 made in St. Joseph. A dinner, floor show, and dancing featured the program. Mr. and Mrs. Ernest E. Chase were guests. Mr. Chase founded the firm.

TRUTASTE FLAVORS... Rival Nature's Own



Zestful, Tangy, Imitation **CHERRY**
Full-Bodied, Rich, Imitation **GRAPE**
Luscious, Imitation **STRAWBERRY**
Tantalizing, Imitation **RASPBERRY**

NEUMANN • BUSLEE & WOLFE

224 W. HURON ST.

CHICAGO 10, ILL.

• **Reed Candy Co.:** Said to be the first regularly sponsored television show ever produced in the Midwest by a candy manufacturer, Reed Candy has begun a 13-week television newscast.

• **L. R. Stone Co.:** Manufacture of a "Cugats Nugs" bar and plans for plant expansion are announced.

• **Ranch Maid Candy Co.:** K. F. Smith, secretary-treasurer, will also be directly in charge of sales and advertising, announces J. Ross Hamm, president. Mr. Smith has been general manager of the Novelty Peanut Co., Dallas, and coordinator of the Associated Companies, which include 12 leading candy manufacturers of the Southwest. He has also been regional director for the Council on Candy for Texas and Oklahoma for the past two years.

• **Mary Lee Candy Co.:** Construction of a \$400,000 plant at Norwalk, Ohio, is announced by F. R. Jaeger, secretary. Detroit headquarters and facilities will not be changed, he says.

• **Philadelphia Salesmen's Club:** Charles A. Murray, of Lummis & Co., is named president for 1948. Daniel J. O'Connell, of the Williamson Candy Co., is named vice-president. Albert Putzel, David Sykes, Robert Wheeler, and Edward Reid are new directors. Frank Wokoun is reelected secretary-treasurer.

• **"Candy and Nutrition":** An additional 82,837 persons viewed this NCA Council on Candy film during November, bringing the total attendance to 172,256. Highest attendance of 29,544 is reported in Texas. California is second with 21,532. Pennsylvania has

14,344. Montana is the only state from which no attendance has been reported.

• **NCA Names Fox:** George H. Fox, of Chicago, is appointed field representative of the National Confectioners' Ass'n, reports President Philip P. Gott.

• **Topps Chewing Gum, Inc.:** Prizes of automobiles, Bermuda vacations, silver fox capes, washing machines, and other merchandise items to 570 jobbers and distributors are announced as part of the firm's National Sales Jamboree. The awards are the first to be made in a series of 12 monthly Jamboree campaigns.

• **O. P. Baur Confectionery Co.:** Resignation of A. G. Schwalb as general sales manager is announced by John H. Jacobs, president and general sales manager. Brooks W. Engleson is named general sales supervisor, Main sales. Sol H. Burke has assumed the duties of purchasing agent. David S. Walker is named catering manager in addition to his duties as general restaurant manager.

• **National Ass'n of Tobacco Distributors:** Opening of new offices in Suite 1062-64, Fifth Avenue Bldg., 200 Fifth Avenue, New York 10, is announced.

• **Martin A. Pease:** An authority on production and administration in the confectionery industry, Martin A. Pease died recently in Bloomington, Ill., following a heart stroke. Mr. Pease was 81 and the author of several books on confectionery.

• **Katie's Kandy Kitchens:** "Triple-Nickel," a new three-for-a-nickel candy offering consumers



FLAVOR, SMOOTHNESS, AROMA, COLOR.
All are Equally Important in Making Fine Chocolate

Merckens Chocolate Co., Inc., Buffalo 1, N. Y.

BRANCHES AND WAREHOUSE STOCKS IN
BOSTON, NEW YORK, CHICAGO, LOS ANGELES

KANDEX*

CONFECTIONERY STABILIZER

Gives Lasting Freshness and
Smoother Texture To Your

TOFFEE

and other chewy candies such
as . . . Caramels, Taffy and Kisses.
SAVES TIME and EXPENSE.

**Write for Free Sample
Sufficient for Batch Testing**

*Order the Trial 25 lb. Drum
Only \$5.00. F.O.B. Chicago

NATIONAL FOOD PRODUCTS
8 South Dearborn St.
Chicago 3, Illinois

Since 1881, The Hubinger Co., Keokuk, Iowa

HUBINGER

Our service departments
will help you with any of
your technical problems.

* * *

UNIFORM...DEPENDABLE
Confectioners' Corn Syr-
ups, Thin Boiling Starches,
Moulding Starch



STYLE NO. 1
AVAILABLE IN ALL SIZES

"Seamless"

Copper Candy Kettles

We specialize in the manufacture
and repair of all types of copper
steam jacket and open fire kettles.

A. BERRY COPPER WORKS

Master Coppersmiths
249 W. Broadway, New York 13, N. Y.
Telephone: CAnal 6-4427
ESTABLISHED 1907

a selection of three kinds of candies, is announced by Mrs. Pearl Cowan, sales manager. Initially planned production of 3,000,000 units monthly is to be doubled with installation of additional equipment.



RICHARD S. LEWIS, president of Edgar P. Lewis & Sons, Inc., receives Brand Names Foundation's Certificate of Service from Henry E. Abt, Foundation president, in recognition of the brand name "Lewis Candies" first made in 1883. Miss Barbara Buckley, of Newsome & Co., Boston, assists Mr. Abt in the presentation. The citation took place at the Brand Names dinner held recently in Boston's Hotel Statler.

• **Runkle Co.:** Leonard C. Brout is named sales manager. Mr. Brout formerly handled confectionery sales for Melville Confections, Inc., in Ohio, Pennsylvania, and West Virginia. Previously he was in the sales division of National Candy Co., and Chase Candy Co.

• **Curtiss Candy Co.:** Fifty thousand bars were donated to various Chicago-area charities by his firm for Christmas, states Otto Schnering, president. "This is the first Christmas since the war began that we have been able to contribute candy in any large quantities to charitable groups," says Mr. Schnering. "We therefore feel it a very special pleasure to do so."

• **Baltimore Salesmen's Club:** Over 500 persons attended the recent 16th annual banquet of the Confectionery Salesmen's Club of Baltimore, Inc., at the Lord Baltimore Hotel. A cocktail party, fashion show, souvenirs, and dancing featured the program.

SUPPLY FIELD *News*

• **Magnus, Maybee & Reynard, Inc.:** Keynote of the annual sales meeting, held early in January at the Hotel Warwick, New York City, was the theme, "Be Prepared—Know How." The role of moderator was filled by Arthur H. Downey, head of the technical division.

• **B. W. Dyer & Co.:** Alexander C. Muir has been appointed assistant manager of the research and statistics department. Mr. Muir joined the Dyer Co. a short time ago after 14 years in the economics and research department of Standard & Poors Corp.

• **H. Kohnstamm & Co., Inc.:** Thirty five members of the organization, including salesmen, chemists, executives, and advertising men, attended the recent sales convention held at the Hotel Governor Clinton, New York.

• **Dodge & Olcott, Inc.:** The opening of a San Francisco office at 564 Market Street has been announced by C. H. Bryson, sales representative for the West Coast. G. R. Morris, New York plant superintendent, was presented with an award of merit by the Greater New York Safety Council for the excellent record the New York plant has achieved in minimum loss of man hours as a result of accidents.



EXECUTIVES of Fritzsche Bros., Inc., (top photo), in final conference before opening of firm's recent 3-day sales meeting at Hotel New Yorker. Left-to-right: John H. Montgomery; Fred Leonhardt, Jr.; F. H. Leonhardt, Sr.; Joseph A. Huisking; and H. P. Wesemann. **BELOW:** Representatives and department heads of firm at sales conference (seated: left-to-right): Ken Tracy, Fred Leonhardt, Jr.; Harry Bowra, Warren Godfrey, Frank Pond, Tom Davis, Fred Baker, Jr., Frank Stabbins, Jr., and Stanley Crouch. Standing: E. Mora, Charles Milton, Joe Gausser, Charles Schneider, Jim McNamara, George Ammerbach, George Fellows, Stanley Schuster, Ernest Lawson, Carl Edwards, Lloyd Speck, Les. Joyner, Dr. Ernest Guenther, Pete Niles, Jim Shumaker, Bob Montgomery, Russ Bull, Franc Barada, Ian MacInnes, Walter Eller, and Joe Huisking.

New **SOYEX**
Pulverized
Soy Protein Product

✓ Superfine for smoother texture
(325 Mesh)

✓ Extra high protein — over 55%

✓ Non-graining — lengthens shelf life

✓ Low Cost

Write for Free Sample

SPENCER KELLOGG and SONS, Inc.

SOY FLOUR DEPARTMENT • DECATUR 80, ILL.



for the
"BEST DRESSED"
CANDIES

use

WARFIELD

Chocolate Coatings

WARFIELD CHOCOLATE

DIVISION OF THE WARFIELD COMPANY
CHICAGO

A LEADER

Is On His Toes

Even though you're a leader in your field, improving your position is part of the game. You can't stand still. Unless you move ahead, competitors overtake you. Dyer's sugar service helps you set a winner's pace.



You Can Depend on Dyer

B. W. Dyer & Company



Sugar Economists and Brokers

120 Wall St., New York 5, N.Y.

Phone WH 4-8800

Save Time and Stop Waste!

VOORHEES RUBBER CANDY MOLDS

simplify operations and insure greater perfection

Made of the purest live rubber these molds are odorless and insure freedom from dust. They control moisture, and yield a better finished product.

Voorhees Molds are manufactured in all standard patterns or your own patterns and brand markings will be made to your order.

If your jobber cannot supply you, write for Catalog C-10.

VOORHEES RUBBER MFG. CO., Inc.

151 East 50th St., New York 22, N.Y.



- **Royal Metal Mfg. Co.:** Irving Grombacher, acting president of the Chicago firm since June, officially assumed the presidency January 1. Joseph K. Salomon has been appointed general manager.
- **Hooton Chocolate Co.:** Paul M. Harwick has been appointed sales manager, George B. Dodd, president, has announced. Arnold H. Hirt has been named sales representative for the Cleveland territory.
- **Cocoa Merchants Ass'n of America:** At the 23rd annual meeting of the Association T. J. Mahoney was re-elected president; C. H. Butcher, vice-president; R. T. Dickinson, treasurer; and I. Witkin, secretary.



J. MARK COE is appointed vice-president of Corn Products Sales Co. to succeed James H. Healey. He also is named Southern division manager. Mr. Coe joined the firm in 1926 as a retail salesman. He was manager of the Kansas City office at the time of his appointment.

- **Lawrence G. Preston:** Former executive vice-president of American Maize Products Co., Lawrence G. Preston died December 10 in New York City at the age of 62. Mr. Preston was a vice-president of American Maize Products for over 15 years and had been previously with Corn Products Refining Co. and Penick & Ford, Ltd.
- **Lamont Corliss & Co.:** C. M. Baker, Jr., and E. N. Decker have joined the bulk sales division.
- **Brice S. Hull:** Pittsburgh branch manager of Solvay Sales, Brice S. Hull died suddenly of a heart attack on January 2. Mr. Hull was affiliated with Solvay Sales since 1927.
- **Corn Industries Research Foundation:** John B. Newman, vice-president and Washington representative, has retired from active duty but will be retained by the Foundation in an advisory capacity. Succeeding him in the Washington office are F.

Manufacturers

Are you looking for an experienced salesman? We can put you in touch with experienced candy salesmen and candy brokers covering practically every territory in the United States.

WESTERN CONFECTIONERY SALESMEN'S ASSOCIATION

36 E. Highland Ave.

Villa Park, Ill.

J. Hosking, appointed to the newly created post of director, and H. A. Prentice, associate director.

• **Monsanto Chemical Co.:** William M. Rand, president, has announced the appointment of Howard A. Marple as director of the newly created advertising department. Mr. Marple, who has been with the company since 1937, formerly served as editor of Monsanto Magazine and, since 1944, has been manager of Monsanto's trade advertising.

J. A. SILVA, JR., who has joined the staff of the bakery division of the American Dry Milk Institute, Chicago, according to an announcement by Victor E. Marx, in charge. Mr. Silva's headquarters will be in Chicago and he will work on production problems with special reference to use of nonfat dry milk solids in Central States and East.



• **H. Baron & Co., Inc.:** Edwin R. Maize, Jr. is named general sales and advertising manager.

• **Archer-Daniels-Midland Co.:** Samuel Mairs is named chairman of the board and T. L. Daniels is elected president. They succeed the late Shreve M. Archer.

• **General Foods Corp.:** Ralph S. Butler, vice-president, retired from active service with the company on January 1, Austin S. Igleheart, president, has announced. Mr. Butler joined General Foods as advertising manager in 1926 and, since 1943, has been in charge of the public relations department, the consumer service department, and the department of research and development.

• **Swift & Co.:** The Condens Ice Cream Co., Cincinnati, has been purchased by Swift and will be managed by Paul R. Gerding, A. C. Moysey, head of the ice cream division, has announced.

• **Patents:** Louis H. Zuen, of Connecticut, has been awarded patent No. 2,431,602, as described in the Official Gazette of the Patent Office, for an improved method of releasing the meat of coconut from shells

HERE'S HOW ROYAL CHAIRS STEP UP PRODUCTION

Yes, Royal industrial chairs and stools will step up your production . . . by reducing worker fatigue. Clip the coupon now. Send for Royal's 16-page illustrated scientific seating guide and catalog. It's free.



Shown is Model No. 515. All welded tubular steel construction. Telescopic leg adjustment. Adjustable, large size backrest. Shaped, tempered masonite seat. 10-year guarantee.

REMEMBER:

A TIRED
WORKER
COSTS MUCH
MORE THAN
A GOOD CHAIR

175 N. Michigan Ave.
Chicago 1, Illinois

MAIL THIS COUPON TODAY

Royal Metal Mfg. Co. Dept. I
175 N. Michigan Ave., Chicago 1, Ill.

Please send me free your
16-page illustrated catalog
and Scientific Seating Guide.

Name _____

Firm _____

Address _____

NEW Variety

IN CANDY with MACAROON CRUNCH

Yes, Macaroon Crunch is an ideal product for making new candy pieces. It has a delicious almond macaroon flavor—it is crisp and crunchy like nuts—and blends well with other ingredients. Macaroon Crunch also makes a dandy coating for bars. Ask about it—write to either address below for quotations.

H. A. JOHNSON CO.

Since  1877
221 STATE ST. BOSTON 9. 28 N. MOORE ST. N.Y.C. 13



Glace Fruits **Velvet** *Orange Peel*

GLACE PINEAPPLE SLICES

GLACE CHERRIES

Diced Mixed Fruits
MARASCHINO DIPPING CHERRIES

Try This Low-Cost Way of Cleaning Mixing Kettles

REMOVE confectionery deposits thoroughly without laborious scouring or scraping with fast-working Oakite Composition No. 63.

The wetting out and penetrating properties of this specialized detergent break up the most tenacious deposits quickly. Surfaces are left sanitary and streak-free in a fraction of the time formerly required. Provides economical cleaning throughout your plant.

Your nearby Oakite Technical Service Representative welcomes the opportunity to work out your cleaning problems. Call or write him TODAY. No obligation.

OAKITE PRODUCTS, INC., 360 Thomas St., NEW YORK 6, N. Y.
Technical Service Representatives in Principal Cities of U. S. & Canada

OAKITE MATERIALS
METHODS
SERVICE

Specialized Industrial Cleaning

FLAVORS

Concentrated Imitation

**Grape
Cherry
Raspberry
Strawberry
Wild Cherry**

Pure Natural Citrus

**Lime
Lemon
Orange**

See Blue Book for Other George Lueders' Products

Established Since 1885

GEORGE LUEDERS & CO.

427 Washington St. New York 13, N. Y.

Chicago • San Francisco • Montreal • Los Angeles
Philadelphia • St. Louis • Toronto • Winnipeg • Wisconsin

and processing it preparatory to shredding. Mr. Zuen has assigned his rights in the patent to Peter Paul, Inc.

• **H. A. Johnson Co.:** The annual sales convention, headed by E. C. Johnson, president, was held recently at the Parker House, Boston. Among the guest speakers was E. H. Savage of W. F. Schrafft & Sons.

• **Detecto Scales, Inc.:** A separate corporation for disbursing funds to charitable organizations is announced. Known as The Jacobs Bros. Fund, Inc., the new corporation has the following executive officers: A. J. Jacobs, president; Samuel M. Jacobs, vice-president; David S. Hammerman, treasurer; and Maxwell E. Jacobs, secretary.

• **Can Mfrs. Institute:** Robert S. Solinsky is re-elected president for 1948. H. Ferris White, executive vice-president, and Clifford E. Sifton, secretary and treasurer, were also reelected by the board.

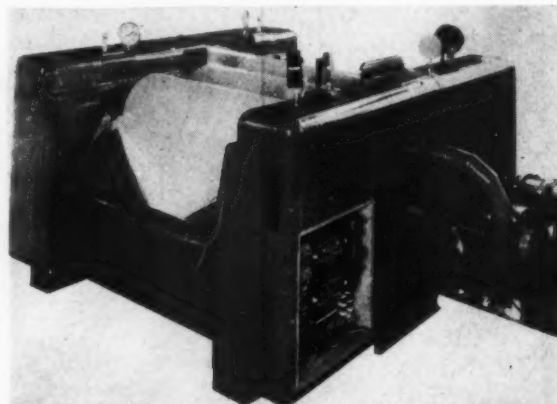
• **Committee on Container Research:** Formation of this new committee by the Quartermaster Food and Container Institute for the Armed Forces, Chicago, is announced by Col. Charles S. Lawrence, commanding officer of the Institute, and George Gelman, technical director.

• **American Maize-Products Co.:** James B. Melick is named a vice-president. Mr. Melick joined the firm after acting during the war as civilian chief of the small arms ammunition section of the Ordnance Dept. Previously he was a vice-president of Seagram Distillers Corp.

• **Hershey Trust Co.:** Directors are announced by P. A. Staples, president, as follows: T. R. Banks, O. E. Bordner, William H. Earnest, J. J. Gallagher, Ezra F. Hershey, P. N. Hershey, P. A. Staples, A. R. Whiteman, D. Paul Whitmer, and Charles F. Ziegler.

New board members are: John J. Gallagher, general sales manager of the Hershey Chocolate Corp., and Theodore R. Banks. Officers elected by the new board are: Mr. Staples, president; Mr. Witmer, vice-president; Mr. Whiteman, secretary-treasurer; and J. S. Gumpfer, assistant secretary.

• **Rexall Drug Co.:** Leo Schwartz is named buyer in the candy department, states A. F. Jacobson, merchandising vice-president.



PUSH BUTTON controlled hydraulic pressure three-roller mill is being introduced by Dispersion Equipment Sales Co. Predetermined pressures can be set, grinding chart for every formula used can be had, firm states.

CONFECTIONERY BROKERS

New England States

JESSE C. LESSE CO.

Confectionery
Office and Sales Room
161 Massachusetts Ave.
BOSTON 15, MASS.
Territory: New England

DAVID F. LOONEY

Confectionery Broker
"A Good Candy Man"
P.O. Drawer 138
SOMMERVILLE 49, MASS.

Middle Atlantic States

S. P. ANTHONY

Manufacturer's Representatives
P. O. Box 1355—Phone 2-8469
READING, PENNSYLVANIA
Terr.: Pa., Md., Del., Washington, D. C.

MICHAEL BRAUNSTEIN & CO.

6 Donaldson Road
BUFFALO 8, NEW YORK
Tel. Grant 6773
Manufacturer Representation featuring Bulk
Candies, 5c bars and Novelties for Wholesale,
Chain and Department Store Trade.
Terr.: New York State

ARTHUR M. CROW & CO.

407 Commonwealth Annex Bldg.
PITTSBURGH 22, PA.
Cover Conf. & groc. jobbers, chains,
dept. stores, food distrs.
W. P., W. Va., & E. Ohio

FACTORY SALES COMPANY

Broad Street Bank Building
TRENTON, NEW JERSEY
Specialists in Specialties
Terr.: N. J., N. Y., Pa., Del., Md.,
& Washington, D. C.

LETTERMAN-GLASS INC.

Rockefeller Plaza—Phone CO-5-4688
NEW YORK 20, NEW YORK
Terr.: the entire U. S.

SAMUEL OPLER

Cocoa and Chocolate
30 Church St.—Phone Rector 2-5353
NEW YORK 7, NEW YORK

FRANKLIN RAY

100 Hilltop Road, Chestnut Hill
PHILADELPHIA 18, PENNSYLVANIA
Terr.: Pennsylvania and W. Virginia
Active coverage every six weeks

HERBERT M. SMITH

109-17 110th St.—Virginia 3-8847
OZONE PARK 16, NEW YORK
Terr.: New York State

IRVING S. ZAMORE

2608 Belmar Place
SWISSVALE, PITTSBURGH 18, PA.
28 Years Experience
Territory: Pa. & W. Va.

South Atlantic States

BUSKELL BROKERAGE CO.

1135 First Front Street
RICHMOND, VA.
Contact Wholesale Groceries, Candy Jobbers
and National Chains
Terr.: Va., W. Va., Eastern Tenn.,
and Eastern Kentucky

W. H. CARMAN

Manufacturers' Representatives
3508 Copley Road
BALTIMORE 15, MARYLAND
Terr.: Maryland; Wash., D. C.

JIM CHAMBERS

Candy Broker
17 Edgewood Avenue, S. E.
ATLANTA 3, GEORGIA
Terr.: Ga., Ala., and Fla.

WM. E. HARRELSON

Manufacturers' Representative
5308 Turnkahn Ave.—Phone 44280
RICHMOND 21, VIRGINIA
Terr.: W. Va., Va., N. & S. Caro.

D. J. "JACK" HEADFORD

815 N. Atlantic Avenue—phone 754J
DAYTONA BEACH, FLORIDA
Covering the State of Florida. Active coverage
every four weeks on limited line of top-quality
food and candy specialties

HUBERT BROKERAGE COMPANY

Candy and Allied Lines
3 Salesmen
Offices & Display Rooms
210-211 Candler Bldg.
ATLANTA, GEORGIA
Terr.: Florida, Georgia and Alabama
for 20 years

JOHNSON & SAWYERS

335 Burgess Building
JACKSONVILLE 2, FLORIDA
Confections & Allied Lines
Terr.: Ga., Fla., & Ala.

A. CARY MEARS

Candy and Specialty Items
P. O. Box 2476
GREENSBORO, NORTH CAROLINA
Terr.: Va., W. Va., No. & So. Caro.

ROY E. RANDALL

Manufacturers' Representative
P. O. Box 605—Phone 7590
COLUMBIA, SO. CAROLINA
Terr.: N. & S. Carolina. Over 25 yrs. in area

SOX & ROBB

Manufacturers' Representative
Box 605
COLUMBIA, S. C.
Terr.: So. & No. Carolina
Over 16 years

H. H. SMITH

Box No. 1202
HUNTINGTON 14, WEST VA.
Candy, Marbles, School Tablets, Wax
Papers, Stationery, Napkins
Terr.: W. Va. & Eastern Ky.

South Atlantic States (Contd.)

W. M. (BILL) WALLACE W. A. (BILL) HANDLEY

Candy and Specialty Items
P. O. Box 471—111 Rutland Bldg.
DECATUR, GEORGIA
Terr.: Ga. & Fla.—Thorough Coverage

East No. Central States

EDWARD A. D. (Candy) BARZ

P. O. Box 395—LA PORTE, IND.
P. O. Box 512—OAK LAWN, ILL.
Covering Ill., Ind., Mich., Ohio, Ky.,
and W. Va.

H. K. BEALL & CO.

308 W. Washington St.
Phones RANDolph 1618-1628
CHICAGO 6, ILLINOIS
Territory: Illinois, Indiana, Wisconsin
25 years in the Candy Business

COLEMAN-SMITH BROKERAGE COMPANY

Formerly P. L. South Company
Confectionery Brokers
"Our Principals Are Our Recommendations"
Complete Wholesale and Retail Coverage
for the State of Indiana
702 Odd Fellow Bldg. Phone Franklin 8492
Indianapolis 4, Indiana

CHARLES R. COX COMPANY

1428 Erie Boulevard
SANDUSKY, OHIO
Territory: Ohio, Michigan, and Indiana

ROGER ETTLINGER

Phone University 2-6737
18300 Pennington Avenue
DETROIT 21, MICHIGAN
Terr.: Entire state of Michigan

M. H. GALFIELD COMPANY

225 E. Detroit St.
MILWAUKEE 2, WISCONSIN
Terr.: Wis., upper Mich. & N. Ill.
(Only reliable accounts solicited)

WALTER M. GREESON CO.

101 Smith Street
FLINT 3, MICHIGAN
"We Are At Your Service Always—
And All Ways"
Terr.: Michigan. Estab. Since 1932

BERNARD B. HIRSCH

229 E. Wisconsin Ave.
MILWAUKEE 2, WISCONSIN
Terr.: Wis., Ia., Ill. (excluding Chicago)
Mich. (Upper Penn.)

JERRY HIRSCH

Candy & Specialty Items
823 N. Lamon Avenue
CHICAGO 51, ILLINOIS
Terr.: Wis., Iowa, Mich.

DONALD A. IKELER

2029 E. Main Street
KALAMAZOO, MICH.
Territory: Michigan

HARRY KISSINGER

Candy—Novelties—Specialties
3946 McCormick Ave.—Phone Brookfield 9691
HOLLYWOOD, ILLINOIS
Terr.: Ohio, Mich., & Ind.

CONFECTIONERY BROKERS

East No. Central States (Contd.)

HARRY LYNN

Candy Manufacturers' Representative
1511 Hyde Park Boulevard
CHICAGO 15, ILL.
Terr.: Chicago, Milwaukee, Ill., Ind., S. Wis.

G. W. McDERMOTT

100 North Raymond St.—Phone 382
MARINETTE, WISCONSIN
Terr.: Wisc. & Upper Mich.—covered every five weeks

WM. C. MITHOEFER

6210 Tyne Avenue
CINCINNATI 13, OHIO
We specialize in cigars, candies, specialties and novelties

OWEN BROKERAGE COMPANY

Non-competitive lines only
814 No. Church St.—Phone 355W
RICHLAND CENTER, WISC.
Terr.: Wisconsin & Upper Penn. of Mich.

JACK WILSON PEIFFER

Manufacturers' Representative
54 W. Burton Place
CHICAGO 10, ILL.

ARTHUR H. SCHMIDT CO.

524 Rockefeller Building
CLEVELAND 13, OHIO
Terr.: Ohio. Member Nat'l. Conf. Salesmen Ass'n. Buckeye Candy Club

SOMMER & WALLER

Manufacturers' Representative
8336 Maryland Ave.—Vin. 7174
CHICAGO 19, ILLINOIS
Serving Metropolitan Chicago Sales Area for 25 Years

WARREN A. STOWELL & ASSOCIATE

Phone TRIangle 1265
7943 So. Marshfield Ave.
CHICAGO 20, ILLINOIS
Terr.: Chicago, Greater Chicago radius incl. Milwaukee, Wis.

C. H. THOMPSON

1421 Sigabee St., S. E.
GRAND RAPIDS 6, MICHIGAN
Territory: Michigan only

WAHL BROKERAGE

Manufacturers' Representative
3813 N. Cramer St.
MILWAUKEE 11, WISCONSIN
Terr.: Mich., Ind., Ill., Wis., part of Iowa and Minn.

WALTERS & COMPANY

Complete Brokerage Service
2407 N. Meridian Street
INDIANAPOLIS 4, INDIANA

W AND W SALES

1627 West Fort Street
DETROIT 16, MICHIGAN
Covering Michigan Completely
With Quality Merchandise
AL. Williford

R. L. YATES

Candy Manufacturers' Representative
P. O. Box 82, College Park Station
DETROIT 21, MICHIGAN
Phone DA 6227
Territory: Michigan

East So. Central States

FELIX D. BRIGHT

Candy Specialties
P. O. Box 177—Phone 8-4097
NASHVILLE 2, TENNESSEE
Terr.: Kentucky, Tennessee, Alabama, Mississippi, Louisiana

J. L. FARRINGER

-1900 Cedar Lane, Phone 8-8470
NASHVILLE 2, TENNESSEE
Established 1924
Terr.: Tenn., Ky., & W. Va.

PAUL JOHNSON AND CO.

Manufacturers' Representatives
Day Phone 1—Box 270—Night Phone 2420
CAMPBELLVILLE, KY.
Candy, Crackers, Cookies, Cigars, and Specialty Items
Terr.: Ky. and Tenn.

West No. Central States

GEORGE BRYAN BROKERAGE CO.

410 Walnut Bldg.
DES MOINES 9, IOWA
Consistent and thorough coverage of wholesale candy and tobacco, wholesale grocery, chain store trade in central, eastern Iowa

ELMER J. EDWARDS

Candy Broker
3933 Elliott Ave., So.—Phone Colfax 9452
MINNEAPOLIS 7, MINN.
Terr.: Minn., N. & S. Dak.—Special attention given to Twin City trade

ERICKSON BROKERAGE CO.

Manufacturers' Representative Since 1930
334 North First Street
MINNEAPOLIS 1, MINNESOTA
Terr.: Minn., N. D., S. D., W. Wis.

GRIFFITHS SALES COMPANY

707 Clark Ave.—Phone GA. 4979
SAINT LOUIS 2, MISSOURI
We specialize in candy and novelties.
Terr.: Mo., Ill., and Kan.

LEON K. HERZ

1290 Grand Ave., Emerson 7309
ST. PAUL 5, MINN.
Terr.: Western Wis., Minnesota, North and South Dakota

HUTCHINS BROKERAGE CO.

218 Third Ave., N.
MINNEAPOLIS 1, MINNESOTA
Terr.: Minneapolis and Adj. Terr.

THE ADOLPH MERTENS CO.

P. O. Box 433, Davenport, Iowa
MANUFACTURERS' REPRESENTATIVES
CANDY & SPECIALTIES
Serving the State of Iowa,
Western Neb. and Ill. border towns

O. W. TAYLOR BROKERAGE CO.

(Resident Salesman in Colorado Springs)
McGREGOR, IOWA
Terr.: Ia., Minn., Wisc., Nebr., Kans., Colo.

N. VAN BRAMER SALES CO.

3844 Huntington Ave.
MINNEAPOLIS 16, MINNESOTA
Territory: Minn., N. Dak., S. Dak., Ia., Neb.
Coverage every six weeks
Resident Salesman in Omaha, Neb.

West So. Central States

H. L. BLACKWELL COMPANY

Emery Way at Sunset Drive
EL PASO, TEXAS
Phone: 3-0503
Terr.: Tex., N. Mex., and Ariz.

J. J. BOND & COMPANY

1840 Hill Crest—Phone 7-1800
FORT WORTH 7, TEXAS
Territory: Texas, Okla., & N. M.

S. D. CARTER COMPANY

Merchandise Brokers
Box 217
SHREVEPORT, LA.
Terr.: La., Ark., & E. Texas

W. S. STOKES

Broker & Agent
BATESVILLE, ARKANSAS
Candy - Novelties - Specialties
Terr.: Arkansas—Accounts solicited

Mountain States

E. G. ALDEN & COMPANY

Box 5014 Term. Sta.—Phone Lakewood 599W
DENVER 17, COLORADO
John Alden traveling—Colo., Wyo., Mont. and Western Nebraska

REILLY ATKINSON & CO., INC

Confectionery & Food Products
SALT LAKE CITY, U.—BOISE, IDA.
Terr.: U. & Ida., with contiguous sections of adjoining states.

CAMERON SALES COMPANY

5701 East Sixth Ave.
DENVER 7, COLORADO
Candies and Allied Lines
Terr.: Colo., Mont., Idaho, Utah, N. Mex.

T. J. LANPHIER COMPANY

Confectionery and Food Products
BILLINGS BUTTE GREAT FALLS
(General Office)
Territory: Montana & Northern Wyoming
Established 1907

MERRILL SALES COMPANY

313 East Catalina Drive
PHOENIX, ARIZONA
Frequent and Intensive Coverage
of Arizona and New Mexico

FRANK X. SCHILLING

Confectionery and Novelty Items
Box 416—Phone 2-3540
BUTTE, MONTANA
Complete coverage of all wholesale chain and department store distributors in Montana and Northern Wyoming.

VICK SALES COMPANY

316 East Van Buren
PHOENIX, ARIZONA
"Serving the State of Arizona"

HARRY YOUNGMAN BROKER-AGE COMPANY

2134 Lawrence St.
DENVER 2, COLORADO
Territory: Colo., Wyo., Utah, Idaho, Mont.

CONFECTIONERY BROKERS

Pacific States

GENE ALCORN & CO.

1340 E. 6th Street
LOS ANGELES 1, CALIFORNIA
383 Brannan Street
SAN FRANCISCO 7, CALIF.
Territory: State of California

BELL SALES COMPANY

100 Howard Street
SAN FRANCISCO 5, CALIFORNIA
Candy & Food Specialties
Terr.: Calif., Reno, Nev., Hawaiian Islands

JOHN T. BOND & SON

637 S. Wilton Place—Phone Federal 6028
LOS ANGELES, CALIF.
Territory: Pacific Coast
Our 28th Year in Candy and Food Field

CARTER & CARTER

Confectionery Mfr's. Agents. Established
with Industry since 1901.
91 Connecticut St.—Phone: Main 7852
SEATTLE, WASHINGTON
Terr.: Wash., Ore., Utah, Ida., Mont.,
Nev., Wyo.

MALCOLM S. CLARK CO.

1487½ Valencia St.—No. Cal.; Nev.; & Hawaii
SAN FRANCISCO 10, CALIF.
923 E. Third St.—Southern California
LOS ANGELES 13, CALIF.
1238 N.W. Glisan—Oregon
PORTLAND, OREGON
915 Terminal Sales Bldg.—Wash., N. Idaho
SEATTLE 1, WASH.
3621 Nations Ave.—Ariz., New Mex., W. Texas
EL PASO, TEXAS

Pacific States (Contd.)

J. RAY FRY & ASSOCIATES

420 Market St.—Phone Garfield 7690
SAN FRANCISCO, CALIF.
Terr.: Calif., Ore., Wash., Mont., Ida.,
Utah, Wyo., Nev., Ariz.

CHARLES HANSHER

112 W. Ninth Street
LOS ANGELES 15, CALIFORNIA
Personal contacts with chains, jobbers, syndi-
cates & dept. stores throughout Calif., Ore.,
& Wash.

HARTLEY SALES COMPANY

GEORGE W. HARTLEY
742 S. W. Vista Avenue—Phone: ATwater 5800
PORTLAND 5, OREGON
Territory: Oregon, Washington & Idaho

KESSLER BROTHERS

739 Market St.—Tel. Garfield 7354
SAN FRANCISCO 3, CALIF.
Terr.: 11 Western States, Army & Navy, Ex-
port Wholesale Jobbing and Retail coverage
for Quality Manufacturers.
Offices, S.F.—L.A.—Portland—Honolulu
Established 1925
Sidney H. Kessler—Theodore D. Kessler

I. LIBERMAN

SEATTLE 22, WASHINGTON
Manufacturers' Representative
1705 Belmont Avenue
Terr.: Wash., Ore., Mont., Ida., Utah, Wyo.

Pacific States (Contd.)

HARRY N. NELSON CO.

112 Market Street
SAN FRANCISCO 11, CALIF.
Established 1906. Sell Wholesale Trade Only.
Terr.: Eleven Western States

GEORGE R. STEVENSON CO.

302 Terminal Sales Building
SEATTLE, WASH.
Territory: Wash., Ore., Ida., Mont.
Over 20 years in this area.

L. J. THOMPSON

Terminal Sales Building
SEATTLE 1, WASH.
Terr.: Ore., Wash., W. Idaho

JERRY W. TURMELL COMPANY

4127 Crisp Canyon Rd.—State 44713
SHERMAN OAKS, CALIFORNIA
(20 minutes from Los Angeles)
Terr.: Calif., Associates at Hawaii, Philippines
and China. Established since 1932.

RALPH W. UNGER

923 East 3rd Street—Phone: Trinity 8282
LOS ANGELES, CALIFORNIA
Terr.: Calif., Ariz., N. Mex., West Tex., Nev.

S. E. "JACK" WAGER

(For California coverage)
166 So. Central Ave.
LOS ANGELES 12, CALIFORNIA
competitive with present lines.

WITENBERG-ROSS

24 California St.—Phone: Exbrook 7973
SAN FRANCISCO 11, CALIFORNIA
315 West Ninth St.—Phone Trinity 7159
LOS ANGELES 15, CALIFORNIA
Terr.: Calif., Arizona, Nevada & Export

• **Polak & Schwarz, Inc.:** Lewis H. Carlson is named sales representative for Detroit, Cleveland, Buffalo, Rochester, and Newark, N. Y., with headquarters at 1300 Michigan Bldg., Detroit. A graduate of Yale University's Sheffield Scientific School, Mr. Carlson has served the confectionery trade for 25 years.

• **Rowntree & Co., Ltd.:** Drake America Corp., New York, is appointed exclusive sales agents in the U. S. for this York, England, candy firm.

• **Callerman Co.:** E. C. Heidelberg is named head of the sugar departments. He formerly was with Lamborn & Co.

• **Confectionery Workers:** Estimated production workers in confectionery in October, 1947, totaled 76,400, reports the Bureau of Labor Statistics. For September 68,300 are estimated. The October, 1947, total was 63,000. With 1939 as the base year, the employment index in October, 1946, was 137.2 as compared with 122.6 for September, 1947, and 113.0 for October, 1946. The payroll index for October, 1947, was 312.2 as compared with 271.3 for the month previous and 214.0 for October, 1946.

For the 12 months ended June 30, 1947, confectionery industry inspections resulted in back wages amounting to \$44,945 agreed or ordered to be paid to 1,374 employees, states the just-issued annual report of the Wage and Hour and Public Contracts Divisions, U. S. Dept. of Labor. Violations of the minimum wage, overtime, and child labor provisions of the Fair Labor Standards Act

and the Public Controls Act were found in 60 per cent of the 173 inspections made. Most violations resulted from improper computation of overtime pay. In all, 217 employees were paid less than the minimum wage at some time during the period covered.

• **Retail Candy Sales:** Ten months sales of candy, nut, and confectionery stores in Chicago gained 2 per cent over the first 10 months of 1946, reports the Bureau of Census. October, 1947, sales were down 6 per cent from October, 1946. No change was reported for October over September, 1947. In Milwaukee, sales for the first 10 months showed a 1 per cent gain over the like 1946 period. A 2 per cent gain for October, 1947, over October, 1946, and a 22 per cent gain for October over September, 1947, were also reported for Milwaukee.

• **Wage-Hour Law:** Concern over possibility of change in the definition of driver salesmen which would place them under the wage-hour law has been expressed by NCWA, following announcement by the Wage-Hour Division of the U. S. Dept. of Labor of hearings regarding Section 541.5 of the regulations under the Fair Labor Standards Act. NCWA has also filed a written statement asking all amendments to the definitions be rejected.

• **Beech-Nut Packing Co.:** An extra dividend of 40 cents and a quarterly dividend of 40 cents on the common stock were paid December 26. The previous quarterly rate had been 35 cents.



The MANUFACTURING CONFECTIONER'S

Clearing House



POSITIONS WANTED

TROUBLE—

That is our specialty. Let us help to work out your difficulty. We are practical men in key positions. Wholesale or retail, production problems or formulas. We have the necessary experience to be of service in either branch. Moderate rates. Candy Specialty, 583 E. 161st St., New York, N. Y.

First Class enrober operator available immediately. 18 years experience. Write Box B-181, **The Manufacturing Confectioner.**

Opportunity Wanted: College grad. female. Foods Chemistry, 15 years experience in food and candy. Prefer candy. Qualifications: food and candy raw material purchasing, production planning, cost accounting, packaging, quality control. Will consider only established well-financed firm. Box B-183, **The Manufacturing Confectioner.**

HELP WANTED

Middle West Candy Development and Packaging Expert. Must be well versed in the manufacture of all kinds of candies and in chocolate work from a technical and practical standpoint and must know all phases of packaging and have ability to create. State experience and salary expected. Box A-2810, **The Manufacturing Confectioner.**

Wanted: Plant Superintendent for progressive, modern candy plant in the Middle West. Must have complete knowledge of plant operation. When qualified, opportunity to take over complete management of plant. Box B-281, **The Manufacturing Confectioner.**

WANTED

A specialty salesman in the bakery & confectionery trades who wants to increase his income who is established in a territory.

In return, we offer a good income from a good product which has enjoyed repeat sales in the above fields for over 45 years.

Our salesmen know of this ad.

Write fully, stating lines carried and territory covered to Box A-287, **The Manufacturing Confectioner.**

HELP WANTED (Contd.)

SUPERINTENDENT

SPLENDID OPPORTUNITY in the West for man experienced in the manufacture of high quality package chocolates who is now holding position as Assistant Superintendent or Superintendent to take over position in our package goods factory. State salary expected, previous experience and places worked in past ten years. Box TF-1271, **The Manufacturing Confectioner.**

Wanted: Experienced all-around candy maker for old established firm manufacturing bars, creams and hard candy. Steady work. State salary expected. Position now open. Box A-288, **The Manufacturing Confectioner.**

Candymaker: Expert on high grade hard candies wanted by old established firm with modern, well-equipped factory. State age, experience, and salary expected. The Ernest Wilson Candy Co., 1158 Sutter St., San Francisco 9, Cal.

Spinner or Hard Candy Man: Excellent position available for experienced man who can make a variety of quality hard candies. Modern equipment and pleasant surroundings. Steady work, and excellent salary to the right man. Kindly furnish full details in first letter. Box A-289, **The Manufacturing Confectioner.**

MACHINERY WANTED

WANTED
YOUR IDLE MACHINERY
WILL BUY FROM SINGLE ITEMS
TO COMPLETE PLANTS

URGENTLY WANTED: Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices.



15-21 PARK ROW

THE KEY TO SAVING TIME AND MONEY
CONSOLIDATED
PRODUCTS COMPANY, INC.

NEW YORK 7, N. Y.

MACHINERY WANTED (Contd.)

GET MORE FOR YOUR SURPLUS EQUIPMENT

List it with our bureau And Sell Directly to the next user.

All Candy Manufacturers Get Our Offerings Regularly. They need such units as

- VACUUM COOKERS • ROLLER REFINER MILLS
- HARD CANDY PROCESSING EQUIPMENT
- PACKAGING EQUIPMENT
- CHOCOLATE MELTING KETTLES
- GENERAL CONFECTIONERY EQUIPMENT or what have you to sell?

For Quicker Action and Better Prices Send Full Details and YOUR Price to

EQUIPMENT FINDERS BUREAU

6 Hubert Street

New York 13, N. Y.

Wanted: Werner, one or two cylinder beater. State condition and price. Box D-1171, **The Manufacturing Confectioner.**

Wanted: Werner Peerless Syrup Cooler, 600 or 1000 pounds capacity. Box C-1271, **The Manufacturing Confectioner.**

Wanted: One Coconut Toaster, in good condition, with motor. State capacity and price in reply. Stoll Candy Co., 1854 Russell Blvd., St. Louis, Mo.

Urgently Wanted: Chewing gum extruder of large capacity. Give description, condition, make & price. Box A-281, **The Manufacturing Confectioner.**

MACHINERY FOR SALE

For Sale: Chocolate Moulding Equipment for sale, including Depositor to fill moulds. Shaking Table. 85 foot Conveyor and Cooling Tunnel fully insulated and cooled by freon copper coils throughout. The tunnel is 60 inches wide and also includes approximately 500 moulds for making a 5c nut shaped bar. Box A-284, **The Manufacturing Confectioner.**

FOR SALE
ROSE EAGLE PLASTIC
CARAMEL FORMING
AND WRAPPING MACHINE
LATEST MODEL
500 pcs. per min. $\frac{3}{4}$ x $\frac{3}{4}$ x $\frac{3}{4}$. New.
LOFT CANDY CORP.
38-38 9th St., L.I. City 1, N.Y.
STILLWELL 4-3200, Mr. Lacey

For Sale: Immediate delivery. 1 Savage 5' cream beater; 2 steel slabs; 1 Savage fire mixer; 1 Friend machine, Bostonian model, 2 sets dies; 1 150 lb. Savage chocolate melter, motor drive; 1 Savage marshmallow beater; 1 W. C. Smith 10" enrober; 1 Hildreth, style D, pulling machine. Contact Grover Candy Co., Jacksonville, Florida.

Dependable* equipment does two things for you —

- ① increases production
- ② insures most profits

—Now!

UNION

Rebuilt Machinery



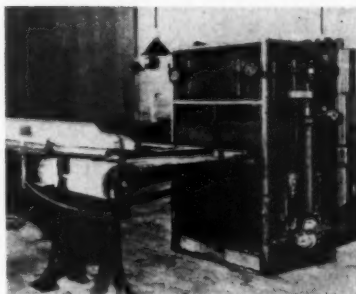
Immediate Delivery

Over 5,000 Choice Equipment Selections on Hand . . . All Types . . . All Sizes to Make All Kind of Candy

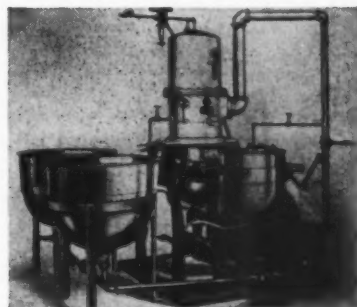
Order Today by Mail or Wire

From Union Confectionery's Large Stock of guaranteed rebuilt equipment, it is certain we have the exact type and size machines you contemplate installing. Don't delay . . . Act at once!

—Available Immediately!



24" & 32" National Equipment Enrobers with Automatic Temperature Controls



National Equipment Continuous Cooker

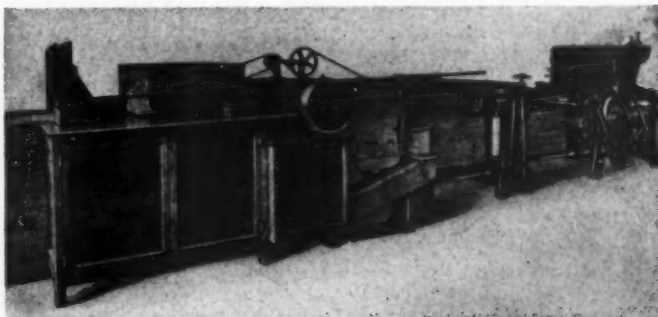
Premium Prices Paid For Your Used Machinery

Whether a Machine, Department or Complete Unit

Write or Wire Collect Giving Details

Substantial Cash Offer Will Promptly Follow

Sell While Prices Are High!



National Equipment Fully Automatic Wood Mogul with AC Depositor equipped with Hydro-Seal Pump Bars

UNION CONFECTIONERY MACHINERY CO., Inc.

318-22 Lafayette St.

Cable Address: "CONFECMACH"

New York 12, New York



The MANUFACTURING CONFECTIONER'S

Clearing House



MACHINERY FOR SALE (Contd.)

For Sale: One, new Marco Flowmaster Homogenizer Model A, capacity 500 gallons per hour. Box A-285, **The Manufacturing Confectioner.**

CHOCOLATE MILL, 4 ROLL BUHLER MILL, 29" WIDE. MARLON, 321 W. 54TH ST., N.Y.C.

For Sale: Century vertical beater, 80 qt. size, 3 H.P. motor, 3 phase. Will consider power hard candy cutter, or pulling machine. Pay difference if necessary. Green's, 339 15th St., Toledo 2, Ohio.

For Sale: 25 gallon jacketed tilting type Copper Kettle with double acting agitator, Hobart 30 and 80 quart 3-speed vertical Mixers, 60 and 100 gallon new stainless steel 100 lb. pressure jacketed Kettles. Loeb Equipment Supply Co., 1923 North Ave., Chicago 22, Ill.

For Sale: One 16" National Enrober with Bottomer and 40' tunnel, excellent working order, \$1350; one 50 gallon National Marshmallow Beater \$225; three steam jacketed copper kettles, one 30 gallon \$125, one 50 gallon \$150 and one 60 gallon \$175; two White Caramel Cutters with gang knives \$350 each; one model P. B. Lynch Wrap-o-matic Bar Wrapping machine complete with all modern attachments \$3300. Box A-283, **The Manufacturing Confectioner.**

SALES LINES WANTED

Wanted: Line of flavoring and extracts for bakeries and ice cream manufacturers. Box B-184, **The Manufacturing Confectioner.**

Widely experienced Ohio-Michigan broker covering complete confectionery wholesale trade. Will represent responsible manufacturers. Write Box B-182, The Manufacturing Confectioner.

Wanted: Candy and allied lines for the State of Calif. by established brokerage firm. 3 salesmen cover state every 4 weeks. Address: Brokerage, 5610-12 S. Western Ave., Los Angeles 37, Calif.

Wanted: Candy and allied lines on brokerage basis for wholesale jobbing and chain trade in Virginia and the Carolinas. Box C-181, **The Manufacturing Confectioner.**

Wanted: Candy and allied lines. We have 20 years sales experience in same territory of Florida, Georgia and Alabama. 3 salesmen. Hubert Brokerage Company, 210-211 Candler Bldg., Atlanta, Georgia.

When answering ads please address as follows:
Box Number,
The Manufacturing Confectioner,
400 W. Madison Street,
Chicago 6, Ill.

MISCELLANEOUS

For Sale: Molasses. 5,000 cartons, six No. 10 cans each, Louisiana Sugar Cane dark edible molasses, not blackstrap. Offer entire lot, or substantial quantity, at 3/4c pound F.O.B. Buffalo subject to prior sale. Box A-286, **The Manufacturing Confectioner.**

For Sale: Essential Oil of Peppermint, twice rectified, U.S.P., in 25 lb. manufacturer sealed tins, Felton Chemical Co. 23 tins, Fritzsche Bros., Inc. 4 tins, W. J. Bush & Co. 24 tins. Unit price per tin, quote your offer F.O.B. New York. Box B-282, **The Manufacturing Confectioner.**

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

"Cellophane" BAGS

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in cutter boxes 100 R. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons-All Colors & Widths

Scotch Tape Clear & Colors

Diamond "Cellophane" Products

Harry L. Diamond Robert I. Brown

"At Your Service"

74 E. 28th St., Chicago 16, Illinois

• **The Hubinger Co.:** Appointment of B. W. Dyer & Co. as corn syrup sales representatives in the New York metropolitan area, is announced. The Dyer Co. will work in conjunction with Hubinger's New York office, which is managed by George H. Hollingworth.

• **Reed Candy Co.:** Wm. T. Reed and C. D. Reed are reelected president and vice-president, respectively. John H. Walker is reelected secretary-treasurer. W. H. Shape is elected vice-president director of sales and advertising. L. J. Moore is elected assistant secretary-treasurer.

• **NCA Council on Candy:** John H. Kettlewell is appointed to succeed Smith H. Cady, Jr., as Council director, announces Philip P. Gott, NCA president. Mr. Kettlewell was previously with Buchanan & Co., as vice-president in charge of the Chicago office, and active in food advertising and promotion through his affiliations with Russel M. Seeds Co. and Arthur Kuder, Inc.

• **PMCA Production Conference Program:** Plans for the program of the second production conference of the Pennsylvania Manufacturing Confectioners Ass'n include discussions as follows, announces, Hans F. Dresel, conference chairman: "Invertase Inside Cream Centers," by James King; "Lecithin in Chocolate and Candies," by L. Russel Cook; "Edible Oils and Fats"; "Practical Use of

Starch in Candies," by John Krno; "Chocolate," by John Bachman; "Soy Albumen and Soya Proteins in Candy"; "Whipping Agents—Egg Albumen and Gelatin"; "Powdered, Evaporated, and Condensed Milk," by L. A. Bauman; "Fruit Pectins"; "The Effect of Water in Candy"; "Starch Moulding Equipment and Methods," by F. W. Greer. The conference will be held May 20-21 at Lehigh University, Bethlehem, Pa. Registration will be May 19 at the Hotel Bethlehem.

• **Melster Candies, Inc.:** Appointment of the following brokers by the Cambridge, Wis., firm is announced: (1) Anderson Sales Co., Cheyenne, Wyo., for Colorado, Wyoming, Utah, Montana, and Southern Idaho. Virgil Anderson will be in charge. (2) Walter Russel Co., Seattle, with R. P. Thymian in charge, for Washington, Oregon, and the Idaho Panhandle. (3) Jerry W. Turmell, Los Angeles, will represent the firm in California and Nevada. (4) Southern Candy Sales Co., New Orleans, with E. A. Greenwood in charge for Louisiana and Mississippi. (5) James O. Chambers, Atlanta, for Florida, Alabama, and Georgia. Sam Nelson is appointed direct factory representative in the Chicago metropolitan territory.

• **Beech-Nut Packing Co.:** A 1947 year-end bonus distribution of \$400,000 to employees is announced.

Confectionately Yours

AMERICAN CANDY MEN, who have long been under the impression that the high price of chocolate is somehow tied in with the fact that cocoa from British West Africa and Brazil is marketed through a monopoly, will wonder even more at the workings of international trade, judging by a news dispatch from London. "Because of the unprecedented high world (cocoa) prices which are governed by the New York market," said the dispatch the British Ministry of Food has announced that the price of chocolate in Britain will be raised.

* * *

AFTER SCOOPING \$35 from the cash register of a candy store, a Philadelphia robber kissed the pretty candy store attendant and then slugged her over the head with his revolver, police report. In the absence of Dorothy Dix, we feel called upon to advise this young man that his wooing technique needs overhauling.

* * *

SIX DANCING BEARS, part of an American vaudeville act touring Europe, were denied ration cards in Vienna for the malt candy which their lady trainer considers a necessary part of their diet. Finally the lady trainer laid down an ultimatum: no malt candy for the bears, no bear act for Vienna. Each of her bears, the lady trainer pointed out, had individual labor permits and, for practical and "humanitarian" purposes, should be regarded as people, and so entitled to as much food as anyone else. What finally moved the ration board to reconsider its decision is not reported, but the six bears are now receiving their daily ration of malt candy.

* * *

WELLINGTON M. CRAMER, Jr., president of Gum Products, Inc., sent an unusual dividend to company stockholders just before Christmas. The dividend consisted of various packages of the company's products.

* * *

CANDY IS DANDY, there is no doubt about that. But what Marines on duty as guards of the Freedom train think about gum . . . ! Walter O'Brien, director of the train, has reported that it took two Marines eight hours to clean the gum off carpets in the train.



Advertisers' INDEX

| | |
|--|--|
| * Ambrosia Chocolate Co.Jan. '48 | * Kohnstamm, H. & Co., Inc.28 |
| * American Dry Milk Institute, Inc.Jan. '48 | Krieger Printing Co.42 |
| * American Food Laboratories, Inc.3rd Cover | Land O'Lakes Creameries, Inc.15 |
| * American Machine & Foundry Co.Jan. '48 | Lehman Company, Inc., J. M.54 |
| * American Maize Products Co.14 | Lynch Package Machinery Corp.41 |
| * Amsco Packaging Machinery, Inc.Jan. '48 | * Lueders & Co., George70 |
| * Angermeyer, T. H. & Co.4th Cover | Magnus, Mabey & Reynard, Inc.7 |
| * Anheuser-Busch, Inc.Dec. '47 | Manufacturing Confectioner Pub. Co.20, 46, 47 |
| * Armour & Co.Dec. '47 | * Merckens Chocolate Co., Inc.65 |
| * Aromantilla Co., Inc.37 | Metropolitan Pool Car Associates38 |
| Basic Industries, Inc.11 | Mill River Tool Co.17 |
| * Berry Copper Works, A.65 | Mills & Bros., Inc., Thos.Jan. '48 |
| * Blanke-Baer Ext. & Pres. Co.Dec. '47 | Monsanto Chemical CompanyJan. '48 |
| Blumenthal Bros.27 | National Equipment Co.12 |
| Bulkley, Dunton & Co., Inc.48 | * National Food Products Co.66 |
| Burckhalter, Inc., C. W.61 | National Ribbon CorporationDec. '47 |
| Burke Products Co., Inc.Jan. '48 | National Sugar Refining Co.24 |
| Burrell Belting Co.Jan. '48 | * Neumann-Buslee & Wolfe, Inc.64 |
| California Fruit Growers Exchange13, 16, 21 | Norda Essential Oil and Chemical Co., Inc.23 |
| Camp, Wm. A., Co., Inc.54 | Oakite Products, Inc.70 |
| Carter, Rice & Co. Corp.48 | Package Machinery Company34 |
| Central Soya Co., Inc.25 | Pack-Rite Machines44 |
| Chocolate Spraying Co.22 | Paradise Fruit Co., Inc.Jan. '48 |
| * Clinton Industries, Inc.9 | Penick & Co., S. B.60 |
| * Cochrane Corp.61 | * Penick & Ford, Ltd., Inc.64 |
| * Confection Machine Sales Co.6 | * Peter Partition Corp.44 |
| * Consolidated Products Co., Inc.74 | Pfizer & Co., Inc., Chas.8 |
| * Corn Products Sales Co.59 | * Pitt & Sons Co., The C. M.69 |
| Currie Manufacturing Co.62 | Polak & Schwarz, Inc.Dec. '47 |
| Dairyland Milk Corp.56 | Polak's Fruit Works, Inc.Jan. '48 |
| Detecto Scales, Inc.44 | Regal Mfg. Co.Jan. '48 |
| Diamond Cellophane Products Dispersion Equipment Sales Co.3 | Republic Ribbon & Bow Co., Inc.Dec. '47 |
| Dodge & Olcott, Inc.Jan. '48 | Riegel Paper Corp.43 |
| Domestic Egg Products, Inc.Dec. '47 | * Ross & Rowe, Inc.22 |
| Dow Chemical Co.Jan. '48 | Royal Metal Mfg. Co.69 |
| Dreyer, Inc., P. R.Jan. '48 | * Savage Bros. Co.53 |
| Dubin, R. M.26 | * Senneff-Herr Co., Inc.60 |
| Durkee Famous Foods, Div. of Glidden Co.10 | * Shumann Equipment Co.Jan. '48 |
| Dyer & Company, B. W.68 | Solvay Sales CorporationJan. '48 |
| Equipment Finders Bureau74 | Specs Company55 |
| Ever Ready Label Corp.42 | Spencer Kellogg & Sons, Inc.67 |
| Extrin Foods, Inc.19 | Stange Co., Wm. J.Jan. '48 |
| * Felton Chemical Company, Inc.2nd Cover | Stehling Co., Chas. H.Jan. '48 |
| Ferbo Company54 | * Sweetnam, Geo. H., Inc.45 |
| * Florasynth Laboratories, Inc.24 | Swift & Co.Jan. '48 |
| Foreign Commodities Corp.Dec. '47 | * Sylvania Div., American Viscose Corp.Jan. '48 |
| * Francony Laboratories, Inc.Jan. '48 | Taft, R. C., Co.42 |
| * Fritzsche Brothers, Inc.4 | Union Confectionery Machinery Co., Inc.75 |
| Garden Fruit Specialties Co., Inc.50 | * Vacuum Candy Machinery Co.64 |
| Gaylord Container Corp.37 | Voorhees Rubber Mfg. Co., Inc.68 |
| Glidden Company10 | Voss Belting & Specialty Co.58 |
| Greer Co., J. W.18 | Warfield Chocolate Division67 |
| * Handler and Merckens65 | Welch, Holme & Clark, Inc.Jan. '48 |
| Heekin Can Co., The39 | Werner, John & Sons, Inc.56, 63 |
| Hooton Chocolate Co.62 | W-E-R Ribbon Corp.38 |
| Hubbert Inc., B. H. & SonJan. '48 | West Disinfecting Co.Jan. '48 |
| Hubinger Co., The66 | Western Confectionery Salesmen's Assn.68 |
| Ideal Wrapping Machine Co.42 | Wilbur-Suchard Chocolate Co., Inc.Jan. '48 |
| Johnson Co., H. A.69 | Wire Belt Co. of America38 |
| | Yorkville Paper Co.Dec. '47 |

*For Detailed Reference Data, See The 1947 Blue Book.

Confectionery Industry Mourns Dr. Jordan

THE ENTIRE confectionery industry mourns the death of Dr. Stroud A. Jordan. Not only was he a personal friend of many people in the industry, but his work was of great benefit to all of us.

At the time of his death in Miami, Fla., at the age of 62, Dr. Jordan was industrial chemist in charge of the manufacturers' service division of the American Sugar Refining Company. Previous to that, he had been chief of the Bureau of Standards, Department of Purchases of the City of New York; managing director of the Applied Sugar Laboratories, New York; chief chemist of Henry Heide, Inc.; and chief chemist for the American Tobacco Company.

He was graduated from the University of North Carolina where he received degrees of A. B., M. S., and Ph. D. After leaving college he taught chemistry at the Massachusetts Institute of Technology for two years.

Fortunately for the confectionery and chocolate industry, Dr. Jordan embodied much of his knowledge and experience in numerous technical papers which appeared in this magazine and in *Food Industries*. While serving as consultant to the National Confectioners' Association his first book, *Confectionery Problems*, was published. This was followed by *Confectionery Standards*, *Chocolate Evaluation*, and *Confectionery Analysis and Composition*, the latter which he wrote with Kathryn E. Langwill. Dr. Jordan's writing not only brought him recognition as one of the outstanding authorities in his field, but also did much to standardize the purity of confectionery and chocolate products.

Because of his fine personal qualities, Dr. Jordan will long be remembered by his many friends; because of the value of his work, his name will be remembered as long as there is a confectionery and chocolate industry.

Dr. Jordan -- The Man, The Scientist

MY LONG ASSOCIATION with the late Dr. Stroud Jordan, both as friend and disputant, permits me to pronounce some 'obiter dicta', which, possibly not as reverential as the premature death of the leading chemist in our Industry should call forth, are such that would probably meet with his approval if, hovering over us, he should hear what his confrères had to say about him after he had passed to the Great Beyond.

Many tributes will rightly be paid to Dr. Stroud Jordan in both scientific and technical journals for his published works—and his name will live, therefore, in public archives for many years as 'The Master of Standards' for confectionery and chocolate, not a little responsible for the promulgation of some modern governmental regulations, the birth of which we both, among many others, witnessed in the Obstetric Hospital in Washington where freaks as well as famous formularies are born. But that is not the Stroud Jordan that I would applaud, not only since there will be many persons more able than myself to do him justice for his contributions to improving the purity of foods but because it was that Stroud Jordan who most often came into technical conflict with myself. Stroud Jordan was all for law and order—the meticulous measure of the meanest milligramme in confectionery products meaning more to the man than my more mundane palatal preference.

While suggesting that Stroud Jordan specialized rather in scientific than epicurean standards, I yield to him, unequivocally, the mastery of knowledge that tends to make all men equal and all things basically similar in their particular categories—since all forms of standardization, of which Stroud Jordan was indeed a master in the confectionery field, are devoted to that end. His success and achievements in helping to standardize the purity of foodstuffs will long be remembered to his credit.

But there was another Stroud Jordan—"a scientist,

maybe," as a man technically very well known and high up in the confectionery world said to me on learning of his death, "but a gentleman always, never aggressive or over-positive in his opinions, but with a wealth of knowledge that he was always willing to impart to us in a language that we understood." This is a real tribute to a man who could speak with scientific authority to learned persons in the several foundations and committees he attended, that were devoted not always to the welfare of Industry (Sugar or Vitamins) but most often to that of you and myself, the consumer of Industry's products.

And there was yet another Stroud Jordan—a genial comrade, a generous friend, never at a loss in conversation, a teller of good stories (pure and profane, often told with a southern accent) usually prefaced by "And that reminds me!" With regard to his stories, I can say on oath that, however long the sessions or however often we met, I have never heard Stroud Jordan repeat himself—a justification for praise and compliment on the lips of his friends of a different order to those that will be accorded the scientist, which need no justification.

We shall miss you, Stroud Jordan, both in the higher and more exclusive arena where scientists tilt their technical jousts, and in the bars where no holds are barred!

"There is a sort of men whose visages do cream and mantle like a standing pond, and who do a willful stillness entertain, to be dressed in an opinion of wisdom, gravity, profound conceit; as who would say 'I am Sir Oracle, and when I ope my lips let no dog bark,'" wrote the immortal Bard. The exact antithesis of that sort of man was Stroud Jordan!

Peace to you!

"Sir Robert" (Whymper).

in-
edge
which
ries.
ners'
was
and-
lysis
aryn
ught
s in
urity

rdan
ause
ered
stry.

high
ning
ssive
n of
o us
trib-
ority
com-
the
often
try's

enial
ver-
ften
And
say
ften
him-
the
will
tion.
gher
heir
are

and
still-
lom,
Sir
rote
t of

HUYLER'S TO CONDUCT TREMENDOUS AD DRIVE FOR 'COFFEE DELIGHTS'

Calling coffee "the most potentially profitable flavor in the candy industry," Vice President John S. Swersey, of Huyler's, Long Island City, N. Y.,



Huyler's Half-Pound Tin

announced this week company plans for the new coffee-flavored toffee pieces which Huyler's will market as "Coffee Delights."

"Both in the candy and the ice cream fields," Mr. Swersey pointed out, "coffee is an orphan flavor. What can be done with it is easily illustrated by the popularity it enjoys in the beverage field—average U. S. per person consumption of coffee is 550 cups per year."

"With a flavor acceptance like that," Mr. Swersey went on, "we saw no reason why a properly-made, fully-promoted coffee piece couldn't become one of the fastest selling items in the industry. Our new 'Coffee Delights' are designed, priced and will be promoted to fill that slot."

"At 15 cents for the two-ounce package and 60 cents for the eight-ounce package, they're mass-priced. They're made from dairy-fresh butter and with a real coffee flavor for a quality taste appeal, and individually wrapped to carry out that quality appeal; in gold foil, with another outer wrap of flavor and freshness sealing cellophane. The smaller size will be packaged in coffee-colored, pocketbook size cardboard containers, the larger size in a dressy, coffee-colored friction top tin."

In addition to these promotional features, built into the product itself, Mr. Swersey stated that "Coffee Delights" will have the further advantage of intensive national advertising and merchandising support. Today, this expanding program includes national daily newspaper advertising, local spot radio, store displays, window streamers, dealer mat service, business paper advertising and direct mail.

We agree **MR. SWERSEY!**

COFFEE

has been the "orphan" flavor
...but folks like HUYLER'S
are making it the "often" flavor

This is a nation of coffee connoisseurs. Coffee can make or break a restaurant; and the kind of coffee flavor used in a candy or ice cream can secure its success or foredoom it to failure. AMERICAN FOOD'S PURE COFFEE PASTE has the rare characteristic of imparting to finished candy that cup-of-coffee flavor America loves. This is because it is made exclusively for candy. It differs from the preparation of a beverage coffee, beginning with the selection, blending and roasting of the beans. An even greater difference occurs in the processing. The methods of extraction and concentration are not similar even to the preparation of soluble coffee. Every step in the manufacture of AMERICAN FOOD'S PURE COFFEE PASTE is keyed to the production of a flavoring that will unite perfectly with candy ingredients, that will work with greatest economy and convenience in the candy plant, and that will result in a superbly zestful and full-bodied coffee flavor in candy. That's why it's the choice of so many successful confectioners . . .

AMERICAN FOOD LABORATORIES, INC., 860 Atlantic Avenue,
Brooklyn 17, New York.



**American Food's
Pure Coffee Paste**

**When Candies Give Off Moisture
You're Giving Up Profits!**

CONTROL MOISTURE -AVOID MOISTURE LOSSES

with

Veg-A-Loid



Loss of weight due to drying out and high cooking loss can be substantially reduced by adding Veg-A-Loid to every recipe.

Veg-A-Loid enables the formula to absorb an extra 50% moisture. The emulsifying properties of Veg-A-Loid help to retain the moisture through the cooking process right up to the time the candy is consumed. This added, CONTROLLED moisture keeps your product fresh longer, makes it more tender, brings out the full body of the flavor.

Veg-A-Loid's emulsifying properties permit a reduction in the ratio of fats and oils to help you hold down costs.

Write today for Recipe M

T. H. Angermeier & Co.

MANUFACTURING SPECIALISTS TO THE FOOD INDUSTRY

245 Seventh Avenue, New York, N. Y.



ooking
eg-A-

extra
eg-A-
ooking
amed.
your
orings

a re-
hold

